

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIV. NEW YORK, FEBRUARY 20, 1901. NO. 8.

## SAWING WOOD



*He who would cut down the greatest number of trees, equips himself with the sharpest tools. The business man who would dispose of the largest stock must have the keenest advertising to bring the greatest number of purchasers. In Philadelphia, you can attract the largest crowds of buyers by advertising in*

## The RECORD

because its saw is the largest. We already have hold of one end. WILL YOU TAKE THE OTHER?

AVERAGE CIRCULATION  
during 1900: 190,861 Daily;  
154,524 Sunday;

25c. a line Daily;  
30c. a line Sunday;  
15c. a line for classified agate.

"The RECORD is the most popular daily paper that comes to our State, and its circulation here is wonderful."—The Dover, Delaware, *Index*.

PENNSYLVANIA, NEW JERSEY, DELAWARE and MARYLAND  
comprise "The Record's" territory.



## To Place Advertising.

The selection of media, that are suited for the article advertised, is a question of importance.

To buy the productive and avoid the unproductive is a knowledge in advertising that it is necessary to acquire to achieve success.

We have opportunity to learn the advertising capabilities of newspapers of every sort and class.

We are advertising agents.

Write or call on

**GEO. P. ROWELL & CO., ADVERTISING AGENTS,**  
**10 Spruce Street, New York.**



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXIV. NEW YORK, FEBRUARY 20, 1901. NO. 8.

## THE PERCOLATION OF FOREVERNESS.

By Jas. H. Collins.

Some day a philosopher will take this new force—advertising—measure and weigh it carefully and assign it a niche in the temple of the arts. Perhaps within a hundred years. Philosophers are woefully scarce of late, and advertising is at present understood to be an upstart. All the dabblers in all the other arts have called it vulgar and low and charged it with being "taunted with commercialism." No boldest sage would dare speak a word to its advantage. But within a hundred years the great man will come, and advertising will be a brick to be used in his philosophic scheme of things. And very likely his finding will run along these lines:

"Upon the main count, advertising is not new at all, nor an upstart. Philosophically considered, it is simply thought transference—spreading to the greatest number of people an idea that has originated in a certain brain. When Eve persuaded Adam to eat of the troublesome apple she did the trick by advertising, primitive though it was. All great creeds, all great nations, all great epochs in the world's history are the result of the same force—could have been brought by no other. There was the idea born in the mind of Christ, of Napoleon, of Darwin, of Buddha, of Socrates—an idea worked out in one small human skull and set forth to a circle of the persons who happened to be nearest to its originator. Presently it was percolating through the mass of human-kind, taking years or centuries to saturate the whole. According to its worth or worthlessness it won its way, and the

chief factor in its success was foreverness.

"Foreverness is synonymous with vitality. Upon the surface there is very little connection between the promulgation of the creed of Mahomet and the promulgation of the creed of Pears' Soap. Deep down in their philosophic roots, however, they are identically the same. Mahomet believed that his plan of salvation was the one spiritual need of humanity. The man who first preached Pears' Soap believed that his particular chemical combination was the one thing needed for the cleansing of the sons of Adam. Each had faith enough in his idea to set it percolating through the mass of humans, and each gained followers by the persistency and constancy—the foreverness—of his promulgation.

"Viewed in this philosophic light all ideas are advertisements. Tabby's midnight caterwauls are an advertisement for a mate; the hobo's mumbling at the back door is an advertisement for a handout; the shriek of a locomotive is an advertisement for a clear track. They are merely ideas set percolating. Upon the foreverness of their percolation depends their range and influence. A fistful of cold victuals satisfies the tramp and kills his ad. His idea is a small one and its foreverness limited. But the ideas of Mahomet and Pears were great and have no limit. A sufficient number of infants is born every month to keep both at work endlessly, and they are bound, by the laws of foreverness, to cut their way through the mass of men along the line of least resistance.

"All advertising being simply the spreading of an idea, it follows, therefore that some atten-

tion must be given to the idea itself and the manner of its promulgation. The idea of Mahometanism was worked out along the lines of all good publicity. It was not put forth as an entirely crude idea, nor was it left to win its way unaided. Possibly a hundred creeds fully as good have died for want of proper advertising since the days of the Prophet, and no advertiser—promulgator of a world-creed or of a new face powder—can safely ignore the machinery used in spreading a great idea.

"The first element used in gaining customers for Mahomet's idea was attractiveness. The people whom he wished to reach were very well satisfied with certain current creeds and extraordinary means were needed to place the new idea before them. So the Prophet gained their attention by miracles. These phenomena were devised for the express purpose of making his grand idea stand out above all others that may have been in the field in his day, and, being the most startling and attractive, they won him the largest following. Then, by way of holding his converts or customers, he brought an elaborate foreverness mechanism into play. At stated

intervals every day the customer was required to turn toward Mecca and pray—was reminded of the new idea which he had adopted. What real difference is there between this reminder and the daily four-inch reminder for Pears' Soap? The monthly page in the magazine is the pilgrimage to the holy cities in another form.

"So, the underlying principle of the spread of human ideas is advertising, and the underlying principle of advertising is foreverness. If the idea is ephemeral, or it is a matter of reaching all of the people in a certain county or province or nation, there will come a time when the percolation can cease—will have done its work and have made room for an idea more advanced. But Mahometanism and Pears' Soap are of as great consequence to the next generation as to this, and are limited neither in time or field. Proper promulgation is necessary to their vitality, however, and by the laws of foreverness alone can they live."

#### NOTHING NEW.

Editor—These jokes have been paid for.

Joke Writer—When?

Editor—Oh, about a hundred and fifty years ago. This paper bought them from Joe Miller.

## MAKE \$50.00 A WEEK

*Selling Our Fireproof Safes and Metal Boxes.*

**WRITE TODAY for our Special Offer and 140-page Catalog.**



**SECURE FROM FIRE**

Don't keep your valuable papers—Deeds, Bonds, Contracts, Mortgages, Notes, Insurance Policies, Receipts, etc.—in an old tin box or bureau drawer where they will be destroyed in case of fire, when for \$6.00 we will ship you this **Guaranteed**

**Fireproof Box**

which will preserve its contents perfectly in the **very hottest fire.**

**INSIDE DIMENSIONS**  
6 inches long, 4 inches wide, 4 inches deep.  
Space for holding 40 Deeds or Insurance Policies.  
Appropriate Weight, 30 lbs.

*Sent prepaid to all points east of Denver.*

**The Victor Safe & Lock Co.**  
**Dept. 17, Cincinnati, O.**

# The .... Cleveland Plain Dealer

is one of the newspapers recently audited by the **Association of American Advertisers**.

THE PLAIN DEALER now stands **first in the Morning and Sunday field and second in the Evening field**, leading all other Cleveland newspapers in the quantity and quality of its news service and special features and in volume of advertising as well.

**C. J. BILLSON**

Manager Foreign Advertising Department

TRIBUNE BLDG., NEW YORK

STOCK EXCHANGE BLDG., CHICAGO

(From Indianapolis Press, Oct. 20.)

## A Love Story in Politics.

### Prohibition Organ Exposes the **AMERICAN FARMER**

#### Fairbanks, Heath, Hanna and Overstreet Said to Hold Stock in Solon L. Goode's Paper.

Any one who is acquainted with Solon L. Goode, of this city, never would accuse him of being the promoter of a smooth political game. Consequently, there was a genuine sensation in political circles here to-day when copies of the Prohibition national organ were received.

The article is entitled "Hornswogglng American Farmers." Mr. Goode is the publisher of the **American Farmer** of this city, and the most amusing charge launched against him in the long article is that he is publishing a serial love story, in which the hero abandons his burning passion at frequent intervals to ladle out large doses of straight Republican doctrine to the readers.

The **American Farmer**, it charges, has been merged privately into a stock subscription concern, and it prints an alleged fac-simile of the first page of the subscription list, with the following subscribers in order given: M. A. Hanna, C. W. Fairbanks, C. N. Bliss, John Hay, Jesse Overstreet, Charles Dick, Perry S. Heath, William Scott, following which are the names of nearly all the members of the Cabinet and their assistants and many Senators and Representatives.

A letter from Mark Hanna to Mr. Goode, indorsing the scheme, is repro-

duced in fac-simile, as is also a letter to Mr. Goode from Perry S. Heath.

It is charged that, armed with these letters of indorsement, Mr. Goode has visited Republican committeemen all over the country and EXTENDED THE CIRCULATION OF THE **AMERICAN FARMER** INTO EVERY SECTION.

#### THE POLITICAL LOVE STORY.

It is claimed that the **American Farmer**'s manner of preaching Republican doctrine, like the way of the heathen Chinee, is peculiar. It reproduces a letter in which Perry Heath seems to give Mr. Goode some first-class literary advice by advising him to publish a serial story, and the story is now running in the **American Farmer**, entitled, "On the Firing Line at Luzon; or, The Farmer Boy of Stubborn Hill."

In the first character the fallacy of free silver is set forth between the hero of the story and his father in the following argument:

"Why, father, can't you see that by establishing free silver, as you argue, would not give us bimetallism, but silver monometallism? Gold would be retired and be at a premium; there would be tremendous disturbances to our business interests; thousands of people would be ruined, and there would be no end to vicious speculation."

Then follow a few thrilling passages of the hero's love affairs.

It is charged that the paper's editorials are of the same insidious character. The \* \* \* charges that Joseph H. Brigham, first assistant secretary of agriculture, is president of the company.

Few men in Indianapolis are better known than Mr. Goode. His office is on the eighth floor of the Majestic Building. It is claimed the **American Farmer** has a subscription list of 100,000.

Mr. Goode, when seen at his office, said he had no statement to make.

# Special Issues

**RETAIL CLOTHIERS'  
EDITION, 14,113  
MARCH 13, 1901**

**Press Day, Wednesday, March 6**

It is the practice among the large manufacturing clothiers nowadays to employ an experienced advertisement writer for the express purpose of furnishing their customers practical advice and hints on advertising. The 20th Century Woolen Co., of Chicago, go so far as to send a letter to their customers who ask for advice giving the information desired, and suggesting that they subscribe to PRINTERS' INK, the Little Schoolmaster in the Art of Advertising. For the purpose of increasing the subscription list of PRINTERS' INK among this very desirable class of business men, we have secured a list of all the retail clothiers in the United States, 14,113 in all, and it is our intention to send a sample copy of PRINTERS' INK, issue of March 13th, to every retail clothier.

This sample copy edition should be a very valuable issue in which to advertise such articles as would interest the retail merchants, for instance, the maker of booklets and advertising novelties, signs, catalogues, advertisement writers, etc.

There will be no advance in rates. A page will cost \$100, a half page \$50, a quarter page \$25; less space 50 cents a line.

Order and copy must be in hand not later than Wednesday, March 6th.

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*For further information address*

**Printers' Ink**

*GEO. P. ROWELL & CO., Publishers,  
10 Spruce Street, New York.*

# Special Issues

**To All Newspapers, 21,739**

**March 27, 1901**

**Press Day, Wednesday, March 20**

For the purpose of securing advertising and subscriptions from newspapers, also securing the co-operation of newspaper publishers in extending the subscription list and the influence of PRINTERS' INK among their patrons who are advertising to a limited extent but might advertise more, it is the intention to send a sample copy of PRINTERS' INK, issue of March 27th, to every newspaper and periodical in the United States and Canada, as catalogued in the American Newspaper Directory.

Every newspaper office in the country, 21,739 in all, will receive a copy of this issue.

Advertisers and supply men, especially dealers in paper, printing inks, photo-engraving, half-tones, advertising novelties, electrotypers, stereotypers, type founders, printing presses, typesetting machines, metal and printers' furniture, as well as office supplies and furniture, will do well to take advantage of the advertising opportunity that this edition will give them in introducing their goods and making new customers among newspaper men.

There will be no advance in the advertising rates. A page will cost \$100, half page \$50, quarter page \$25, smaller display 50 cents a line.

Order and copy must be in hand by Wednesday, March 20th.

*For further information address*

**Printers' Ink**

**Geo. P. Rowell & Co., Publishers,  
10 Spruce Street, New York.**

# School Edition

April 10  
1901

PRESS DAY,  
WEDNESDAY, APRIL 3

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This edition will be sent to all the schools catalogued in the American School Directory, which includes: 1st Academies, 2d Female Seminaries, 3d Normal Schools, 4th Business Colleges, 5th Schools of Science, 6th Schools of Theology, 7th Schools of Law, 8th Schools of Medicine—Regular, Eclectic, Homeopathic, Post-Graduate, 9th Schools of Pharmacy, 10th Schools of Dentistry, 11th Manual Training Schools. The edition necessary to supply these sample copies will exceed 16,000 sample copies.

NEW YORK, Irvington-on-Hudson  
(45 minutes from New York).

## The Bennett School

will receive, for 1901-1902, a limited number of girls wishing fine works in Science, Music, Art, French, German, English, Literature, History, Psychology, Ethics and Preparation for Foreign Travel. Special tutoring in other branches. For catalogue, address

MISS MAY F. BENNETT.

A good many school managers are but for the purpose of increasing the subscription list of PRINTERS' INK among this class of people and securing many of them for a year's tuition in advertising as taught by PRINTERS' INK, it is the purpose to send a sample copy of PRINTERS' INK, issue of April 10th, to every institution catalogued in the American School Directory.

Papers which are valuable mediums in which to advertise a school, and those papers which make special rates for school advertising, will do well to advertise their merits and value, just as strongly as they know how, in this special edition of PRINTERS' INK. Advertising in this issue of PRINTERS' INK will bring the paper or magazine advertised to the attention of all school managers. The edition will be in the hands of these people at the most favorable time of the year to influence their business—just before they make their contracts and decide which mediums to use.

There will be no advance in rates for this special edition. A page will cost \$100, half page \$50, quarter page \$25; less space 50 cents a line.

Order and copy must be in our office not later than Wednesday, April 3d.

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NEW JERSEY, Summit.

## St. George's Hall. (10th Year.)

A Boys' School. Change of location. This school will reopen in a new location. The Hall is a splendid brick building in the midst of a Park of over 100 acres. Opportunities are offered for Golf, Tennis and all boys' sports. The best educational advantages, as hitherto. Certificate admits to Cornell and Lafayette. References. The Rt. Rev. The Bishop of Newark, Father Huntington, The Rev. Dr. G. M. Christian, The Rev. D. L. Schwartz. Terms, \$500; under twelve, \$450.

HARTMAN NAYLOR, Head-Master.

*Address*

**PRINTERS' INK,**

GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

**SPECIAL ISSUES.**

# **Hotel & Summer Resort Edition \$ 19,200.**

**April 24, 1901.**

PRESS DAY WEDNESDAY, APRIL 17.



Every hotel proprietor is an advertiser to some extent. He is anxious to advertise, and shows it by sometimes using every scheme that is proposed, good or bad. There is no reason why newspaper publishers should not be able to convince every hotel and summer resort proprietor that advertising in newspapers is the most profitable kind of advertising.

## **The Hamilton,** 132 WEST 45TH ST., NEW YORK. ABSOLUTELY FIREPROOF.

A new, select, apartment hotel. One unfurnished Suite, two rooms and bath, sublet; handsome, comfortable and refined, with every modern convenience, including a private long distance telephone, all night elevator and hall service, and a first-class restaurant.

GEORGE W. MORTON.

States and Canada, as catalogued in the Official Hotel Red Book and Directory. The Hotel Red Book gives the names and addresses of more than nineteen thousand hotels and summer resorts.

Newspapers that desire hotel and summer resort advertising, and those that maintain information bureaus for travelers—those that make special rates for this class of business—will do well to take advantage of the opportunity this edition will give them in presenting the value of their medium, and their inducements, to all the hotel and summer resort proprietors of the country.

This sample copy edition will be timely, inasmuch as the paper will reach the proprietors just before they make their contracts and decide on the plans to influence the tourist and vacation traveler. The right sort of an advertisement will secure their advertising contracts.

A page in this edition will cost a good deal less than a circular from your own office. The paper will not be thrown away, and, therefore, your announcement will do more effective work, have a bigger influence and bring better results.

Order and copy for this edition must be in our office by Wednesday, April 17.

For further information address

### **ADVERTISING RATES:**

**ONE PAGE, \$100**

**HALF PAGE, \$50**

**QUARTER PAGE, \$25**

### **Printers' Ink,**

GEO. P. ROWELL & CO., Publishers,

10 SPRUCE ST., NEW YORK.

## **SHARON SPRINGS, N. Y. PAVILION HOTEL.**

Golf, Tennis, Driving, Bowling, etc.  
SULPHUR BATHING ESTABLISHMENT.  
BATHS, DOUCHES, INHALATIONS.  
Send for Pamphlet.

JOHN H. GARDNER & SON.

## SOME MAIL ORDER CLIPPING.

It is a well-known fact that the quickest and cheapest way of marketing a meritorious article is by means of canvassing agents. There are thousands of men about the country who make their living entirely by selling goods from house to house, and there are thousands of others who will take hold of a new novelty and sell a few of them among their friends for the purpose of making a little money "on the side."

How to reach these men and women in the cheapest and quickest way is the problem that confronts the advertiser. The classified columns of the big Saturday and Sunday newspapers are known to bring hundreds of inquiries from interested parties all over the country. The weekly editions of these newspapers are also good, but the monthly is an unknown quantity. It is a fact that where an agents wanted advertisement will pull big returns in one monthly, in another of the same circulation and the same class it will fall flat. It is not the purpose of *Advertising* to bring into prominence any particular mail order publication, but in looking over the cost of reply figures of a client, it is an actual fact that a paper regarded as one of the best in the country brought but three replies. Another paper, not regarded by advertisers as a bit more valuable, brought over 120 replies, while a paper that cost but 25 cents a line brought in seven replies. As a general proposition, the monthly is not a good medium for agents wanted advertising. This advertiser of whom I speak has advertised for agents for the past fifteen years. Dailies and weeklies always brought returns, and sometimes certain monthlies would.

If the advertiser has a good proposition, something that agents could sell if they tried, and presents it in the right way, there is no doubt that more money can be made than by spending hundreds of dollars in advertising it direct to mail order buyers.

Say, for instance, you advertise

in the Sunday papers and receive 300 inquiries. Every one (with few exceptions) is from an agent who wants employment. If you have so good an article and present it in so forceful, convincing a style that nearly every agent will start to work for you, or at least order a "sample outfit," there are 300 sales a week, at a cost of nothing but advertising.

A man who is doing business through agents can do a small volume of business and make a big profit on it, for the reason that he is under little expense. He does not have to keep a store, employ traveling salesmen, or spend time in catering to the jobbers. He gets the cash with every order and there is none of the risk attendant upon doing business in the ordinary way. There have been fortunes made by firms who have sold their goods through agents. There is still the same opportunity open for others. It is necessary, however, to present your proposition in a clear, convincing way, and also to have a. article of merit. If you are selling trash, or have amateur flimsy circulars, your inquiries will not do you very much good.—*Advertising*.

IN a recent issue of the *Advertising World* (Columbus, O.) a postoffice clerk gives the following advice to merchants desiring speedy dispatch for circular mail:

In sending large quantities of circulars, catalogues and printed matter to the postoffice, don't wait until you have the whole lot finished, and then rush them to the office in a transfer wagon, with the request that they be sent out right away. That office may be stacked up with a half dozen other firms' matter awaiting handling. You are not the only one sending out mail. As soon as you have a few thousand ready, send them in. It may be at just such a time when they can be handled at once.

If possible, where you are sending out matter covering several States, keep each State separate and "faced up." Of course, some lists do not admit of that; but the majority do, and it is a great help to the postoffice people to have it come in in that way. A business man who was sending out a large number of circulars, covering several States, was approached in a courteous and kindly manner and asked if it would not be possible for him to keep them separate, providing his lists ran that way. The advantages to him were explained, and this was the answer: "The government pays you fellows for doing

that work, and I don't propose to do it." True enough, but he utterly failed to see that in helping us he was assisting in the quicker dispatch of his own mail.

Don't include your letter mail with circular mail. Keep them separate, or serious delay may result to an important business letter. Letters are handled first always, and letter mail taken to the office is given preference over mail from street boxes, for it is argued that if a man attaches such importance to a letter as to send or bring it to the office, it should have the preference, should any be shown.

Address your business letters legibly and plainly. Postoffice clerks become expert in deciphering poor addresses, but they are not infallible. "Mt. Vernon" and "Mt. Union" look different in print, but it is often difficult to distinguish them. Letters addressed to "Town" are often sent to "Iowa." Mail is handled very rapidly in a postoffice, but the percentage of errors is extremely small compared with amount handled, and would be less if business men would use more care in the preparation of their mail matter.

*In the Metropolitan Magazine (New York) for January, Henry A. Castle, auditor of the postoffice department, contributes an article on "American Postal Development." The following items will interest mail order advertisers:*

The money-order business of the United States government would support the largest bank in the world. During the fiscal year 33,163,505 money-orders were issued in the United States; the average amount of each order was \$7.70, being about the same as in previous years. The sum total of the money called for and paid was \$304,790,313.80. This is an increase in one year of \$62,306,949.58, or over 14 per cent. The total receipts and expenditures of the fiscal year were \$210,000,000, a sum larger than the revenue of many civilized nations. This is a little less than \$3 per head for every man, woman and child in the land. To obtain the financial size of the postal system it is necessary to add the figures of the two distinct branches of the service, that is to say, the postal service proper and the money-order system. These together make a grand aggregate in hard cash of about \$715,000,000 for one year. Compared with the year 1896 this shows a growth of \$180,000,000, or thirty-three and one-third per cent in four years, or more than eight per cent in each year. The ratio would be remarkable in the case of a rapidly increasing city. When it is borne in mind that many towns and cities are stationary and a few are on the decline, the figures are simply astounding.

**With all due respect to the makers of typewriting machines, I think they are largely responsible for a tedious, diffusive style of business correspondence. In the old days when letters were written**

by hand, they were as concise as politeness allowed. Writing was laborious and time was valuable. But talking to a stenographer is easy, and letters have the rambling, careless style of conversation. Ideas are beaten out thin. I have seen a message sprawled over two pages which, in the days of manuscript correspondence, would have been boiled down to less than one page. While I am on the subject, I wonder how much advertising is lost through blunders and omissions in routine correspondence. I believe that in every large establishment there is room for a good letter writer, who will give attention not alone to the substance, but to the form of correspondence. This work calls for qualities not to be found in ordinary clerks.—*National Advertiser.*

THE mail order advertiser gets the largest returns in proportion to the amount he invests in advertising. He reaches his public in the most direct and simple way. He can make his goods known, create a demand for them, receive orders and get his money back, in less time than it takes the man, starting out in general advertising, to even get his goods into the hands of the jobbers. The mail order advertiser can tell, inside of a month or six weeks, whether his advertising will pay him. He can commence with a small appropriation and gradually increase it from the returns of his advertising. Successful mail order houses depend upon general advertising that has been firmly established inside of several years.—*Advertising.*

A CORRESPONDENT writes : Mail order men are beginning to recognize the value of some of the large Sunday newspapers as advertising mediums. Those of the Sunday papers which carry a large amount of classified advertising, particularly want ads, and are not arbitrary in their rulings as to the kind of ads that shall appear in these columns, are getting a large amount of this class of business, and it is very profitable, as they charge extra rates for the display lines, and is cash business. The

*Globe* seems to be the favorite in Boston, and *Record* in Philadelphia, and mail order men tell me the Kansas City *Star* and Pittsburgh *Dispatch* yield good returns.

SEE that every circular and every catalogue you are sending out contains a return envelope and also a prominently printed advice to the writer to write his name and address plainly and carefully. The annual report of the dead letter office showing that it received over 7,500,000 pieces shows how careless many letter writers are. Over 50,000 letters contained nearly \$1,200,000 in money, drafts, checks, notes, etc. This is a weak point in the mail order business, which can best be remedied by constant admonishments of the mail order houses to those they deal with to be careful in stating their addresses and to use return envelopes.—*Mail Order Journal*.

OUR official census reveals some interesting figures to the mail order trade. In taking the population of cities, including the large metropolitan cities, until we reach the low level of 15,000, and adding them together, we find the total number of people residing in the cities of any size amounts to less than 22,000,000, less than a third of the entire country's population, which is given at over 76,000,000. The 54,000,000 which is left, residing as they do on the farms, in the hamlets, villages or small cities, depend mostly for their necessities and luxuries on the larger cities, and to obtain them have to do so to a great extent through mail.—*Mail Order Journal*.

THE Belgian hare industry is a new but robust comer in the mail order field. The first man to advertise them extensively was Elmer L. Platt, of Los Angeles, Cal., whose advertisement was reprinted in PRINTERS' INK of February 22, 1899. Since that time the breeding of them has become fashionable, and from the announcements now in sight several hundred people must be in the business. The Boston *Globe* devotes considerable space to the subject and carries numerous ads offering this product

of the rabbitry for sale. It is said that through an announcement in this paper a dealer sold stock as far west as Oklahoma.

#### KNEW ALL ABOUT CLIPPING.

M. J. Keene and Rud Dietrich, who operate a newspaper bureau in the Johnston Building, recently conceived the idea of advertising for help, and Keene sat down and wrote the following ad:

YOUNG MEN—Six; expert at clipping.

The ad was inserted in the papers, and the next morning when Keene came to his office door he met about thirty young men who were odorous with hair oil and pomade. They entered with a rush as he opened the door, and a half hour later his partner, Dietrich, forced his way through the crowd to the inner office, where he found Keene sitting in a chair dismayed.

"We're in bad on the ad," moaned Keene.

"How's that?" asked Dietrich.

"They're not newspaper clippers," said Keene, pointing to the outer office with a groan. "They're barbers!"—*Cincinnati Enquirer*.

#### WHERE, INDEED?

Advertising methods have changed very much within the last few years. They will keep on changing. Not that the present methods are not good; they are the best known up to date. But where is perfection to be found?—C. A. Bates.

#### NOT TOLERABLY GOOD.

Don't have *tolerably* good advertising. Get the best. Tolerably good eggs, tolerably good fish, and tolerably good advertising are dear at any price.—*Advertisers' Review*.

### If you are Reduced by Grip, Dyspep- sia, Gastric Fever or Typhoid Fever

Or by any stomach or intestinal affliction, such as Catarrh of the Stomach, or Constipation, then come to us and take

#### Manacea Water.

Get your stomach—your best friend—to working right again and your blood will get good, your cheeks rosy and your spirits buoyant, and you will again be strong and well.

MR. EVERARD BONNETT, 101 Pierrepont St., Brooklyn, writes:

"Dear Sir: When making this call, Manacea Water met all the requirements of my case completely—the stimulating effects being most marked, and the restorative and tonic and quieting effects being immediately apparent and confirmed."

AT ALL DRUGGISTS AND BEST GROCERIES.  
Price 5c. Or, if you can't carry it home,  
8 Glass Bottles \$1.00. Every bottle  
Be Sure the Seal over cork is Unbroken.

If your druggist or grocer does not have it, write us  
his address and we will furnish it to you through him.

BEN. K. CURTIS, Gen. Agt., 13 State St., New York.

## IMPRESSIVENESS.

*By Edwin L. Sabin.*

Of course, it is well understood that impressiveness is the life-blood of an advertisement. Lack-ing impressiveness, the advertisement is dead. Sometimes impressiveness is found in constant, pa-tient reiteration. Sometimes it is attempted by lucid, concise state-ment of facts. Sometimes it is made dependent upon striking de-sign and bold phraseology.

To a layman it seems as if, in the strain after "fetching" results, advertisement writers not infre-quently lose sight of the brand of impression they should effect.

For instance: I can look from my window upon a long signboard controlled by a large advertise-ment company. It is one in a sys-tem of bulletin-boards. It is set dia-gonally across the corner at the intersection of two boulevards. The advertisement occupying what I should judge to be the best position is that of a cigar—and I don't like the wording.

In the center of the space is the bust of a man, heroic size, ex-cellently painted. He leans slightly for-ward, full-face, and levels his finger just as a person levels a re-volver. The legend reads: "Say! U Try a So-and-So Cigar!"

When first I looked at it I thought it pretty good. Then I began to get irritated. The com-mand was too peremptory. What right had that man to challenge me with his finger, and brusquely order that I "try a So-and-So ci-gar"? It was too much like a hold-up. It was as if some thug had stopped me and told me to take off my overcoat. Had the words been a little more gentle-manly and a little less dictatorial some day I might have "tried" the cigar. But now I shall not. I shall not be shouted at.

This is the impression left on me—an impression influencing me in the way directly opposite to that in which the framers of the ad-ver-tisement intended I should be in-fluenced. For I represent at least a portion of the buying public.

Supposing the advertisement

had read: "Just Try a So-and-So Cigar!" Or even: "U Try a So-and-So Cigar!" But that hailing "Say!" is a bit too blunt, too over-bearing, too ill-bred and undignified—especially for a boulevard.

Again: There are street car cards warning you against a chim-ney that "don't" fit; or, saying that such and such a chimney "don't" crack. It does not take a purist in English to be offended at the use of the plural "don't"—which is "do not"—after a singular subject. I maintain that this error lessens the appealing power of the advertisement: it calls the atten-tion from the chimney itself and turns it to the mistake in grammar.

In this case, as in the preceding one, the impression is not a pleas-ing impression. Farthermore, the laxity shown in the faulty wording of that advertisement is apt, how-ever unjustly, to reflect upon the article exploited.

In striving for "impressiveness" in an advertisement, no doubt much depends upon the point of view. I recall the advertisements of rival Chicago papers. One took up the billboard space with the figure of a handsome woman, envel-oped in copies of the paper, and announced, only: "Chicago Wrap-ped Up in the \_\_\_\_." The idea was clever—but beneath the vene-ering of cleverness does the argu-ment clearly stick out? Why?

Well, to me the advertisement was not nearly so convincing as that which flamingly declared: "All the News from All the World All the Time in the \_\_\_\_." Or the simply printed statement in an-other space explaining precisely why the one paper, in its news service, claimed an advantage over all the rest.

## A SALEM STORY.

A Chicago minister is a thorough ad-vocate of newspaper advertising. He recently inserted an adlet, "Wanted, young ladies to hear my address." The next Sunday five hundred ladies were present at the service and his church was packed to the doors.—*Salem (O.) Herald.*

## A DISTINCTION WORTH NOTING.

Printing that is hard to read, no matter how artistic it may seem to be, is not good advertising printing.—*Cur-rent Advertising.*

## A POSTMASTER AT THE FARMER'S DOOR.

The experiments that have been made with a free mail delivery in rural regions are suggestive and interesting. Four years ago Congress was persuaded to make a small appropriation for this work, which has every year been increased. The last was \$1,750,000. Nearly three thousand rural routes have been established, and almost two million farmers and their families now enjoy the benefits of the service. The rural carrier, who receives \$500 a year, makes a daily trip of about twenty-five miles. His wagon is an itinerant post-office. He delivers mail, he registers letters, he sells stamps, and he cancels postage on mail matter collected. It is proposed that he shall also issue money orders. The demand for routes is increasingly large. Applications from twenty-five hundred communities are in the hands of the postal authorities.

Postmaster-General Smith is convinced that the government must soon extend the service to cover practically the whole country. The rural population is estimated at twenty-four million people, three millions of whom, perhaps, live in such sparsely settled districts as to be practically inaccessible to carriers. The remaining twenty-one millions occupy a million square miles of territory. The gross cost of delivering the mails to them is estimated at \$21,000,000 a year. The net cost would be considerably less; for many thousand fourth-class postoffices could be abolished, star routes superseded, and increased postal receipts on account of improved facilities would bring a large revenue. The postmaster-general would have the loss now suffered on second-class matter stopped, and he calculates that this increase of net revenue would be sufficient to give free rural delivery to all accessible country folks.—*The World's Work.*

IN AN AD.

Go straight to the pith of what you want to say.—*Philadelphia Record.*

## THE PATERSON GUARDIAN.

Published by the Guardian Printing  
and Publishing Company

82-84 Broadway, Paterson, New Jersey.

ESTABLISHED 1836.

Entered at the Post Office, at Paterson, New Jersey, as second-class matter.



FRIDAY, FEBRUARY 1, 1901.

"WE'RE DOING PRETTY WELL!"

The total number of Guardians printed and sold on the twenty-six business days during the month of January just closed was two hundred and fifteen thousand and ten (215,010).

This makes the Guardian's average daily circulation during January,

8,269 8-13.

On one day during the month (18th) the circulation was over 10,000. On the 14th it was nearly 15,000. On six days it was over 10,000; on seven days it was over 9,000, and on eight days it was over 8,000.

The significance of this lies in the fact that the Guardian has quadrupled its circulation within a year, and is the only Paterson daily which has been or is showing continuous growth.

Two of our contemporaries confess to hanging at the old 8,000 notch—just where they have been for several years. The Guardian has passed both and waves its hand to them as they drop further and further behind.

The Call this morning printed its average daily circulation during January as 8,239 4-9.

The News last night said editorially that it "only claimed 8,000 circulation."

The Press may possibly have 2,500 bona fide circulation.

The Guardian leads them all—has the largest daily circulation in Paterson. Advertisers and others know what this means.

And our circulation is still growing.

### A NEW MULTICOLOR PROCESS.

By Harry M. Friend.

✓ A patent on a new multicolor printing process, which bids fair to revolutionize the whole system of color printing and to materially cheapen the cost of advertising literature in colors, particularly catalogues employing illustrations in colors, has been granted to Anton Von Beust, of Orange, N. J.

Mr. Von Beust's process differs from all known printing processes, the impression being made from the picture itself, which is made up in the form of a mosaic, and is composed of color sticks from six to eight inches long and ranging from one one-hundred-and-twenty-eighth part of an inch to one-eighth of an inch square. Mr. Von Beust is working with Frank M. Potter, the press builder, who is engaged in constructing a printing machine to do the new work.

Briefly described, the operation of transferring the picture from the mosaic is as follows: The mosaic or picture-block is brought in contact with a steel roller having upon its surface a series of fine corrugations after the manner of a file. This cylinder shaves off, in passing, a layer of the mosaic one ten-thousandth part of an inch in thickness, and deposits it on a sheet of specially sized paper fed from a web or roll. Then the paper passes through hot burnishing rollers which fix it upon the sheet and give it a finished appearance. The sheet is then automatically cut off and is ready for delivery. At each impression the picture-block is fed forward one ten-thousandth part of an inch, and before the cylinder takes off another slice of the picture it is automatically washed and brushed.

Thus at a single stroke is printed a picture that by all processes heretofore known would require as many impressions as the colors it contains, not taking into consideration the expensive engravings required to lay on the colors.

The setting up of the color sticks into a picture is an interesting and delicate operation, but is perhaps not as difficult as one

might imagine. The subject is first painted in water color on a sheet of the proper size. This is placed under a box containing a glass bottom, ruled like a halftone screen, into squares one one-hundred-and-twenty-eighth of an inch apart, which forms the composing "stick." Into this, one by one, are placed the color sticks, which are specially made for the purpose, and which vary in length with the required number of impressions, being ordinarily about six inches long. These color sticks are manufactured by forcing the prepared color through dies by means of a piston; then they are straightened, dried and cut.

A crude idea of the process may be had by taking a piece of colored crayon and rubbing it on a fine file, and then taking a moist piece of paper and pressing it upon the dust remaining in the corrugations. Most of the color will be transferred to the paper.

Mr. Von Beust is an artist whose work has been largely reproduced by lithography. He is therefore thoroughly familiar with the requirements of the machine now under way and is enthusiastic over the future of his process. Examples of the work will soon be ready to show.

**A  
Choice  
Lady's Ring**

Five beautiful DIAMONDS of perfect cut and brilliancy, total weight one carat. Mounting 14K gold. Sent on approval, express paid.

**We Trust You**

Price \$100—\$20 cash, \$10 monthly. Catalogue of 1000 Illustrations, 8 cents; explains *Our New Way*.

GEO. E. MARSHALL, Diamond Importer  
108 State Street, Chicago, Illinois

## AN APT PUPIL.

PUTS TO GOOD USE THE TEACHING  
OF THE LITTLE SCHOOLMASTER.

Happening into the engraving establishment of George B. Graves on a business mission a few days ago, I was somewhat surprised to see in such a place the pigeon holes of the private desk of the proprietor stuffed full of well-thumbed copies of PRINTERS' INK, and pointing to them, I casually remarked:

"I see you have my bible there," and the rejoinder was:

"Why, that is what I call it, as I gather inspiration from it from week to week."

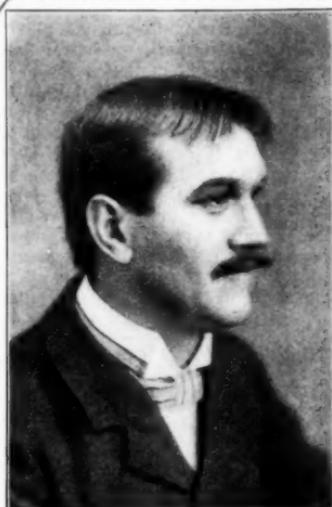
And without any urging the following short story was told with much earnestness:

"A little over two years ago I was with the old firm of Graves & Green, wood engravers, Boston, and sadly saw a good business fast falling behind for the want of infusing into it a little enterprise or taking some of the medicine we so often advised our customers to try—that is, advertise. This idea was obnoxious to my partner, and I concluded to withdraw from the firm so I could advertise, and a proposition of mine to buy or sell soon resulted in my looking for a location.

"Through the courtesy of Frank L. Erskine, advertising manager of the W. L. Douglas Shoe Company, I had been favored with copies of PRINTERS' INK and studied it thoroughly and so well that my first circular was a compilation of extracts from its pages, giving proper credit to the paper and naming each writer whose words I had used, and it brought forth from the Little Schoolmaster a very flattering notice, and what was better just at that time, it brought me orders to the amount of \$294 at an expense of \$33.50 for the printing and mailing of these one thousand leaflets that I rather timidly sent out. They were adorned with the cut of a pocket-book on the first page with these words: 'Keep this; there is money in it for you.'

"I now subscribed for PRINTERS' INK so I would be sure of getting

it regularly, and dug deeper into its pages, and way in the back part of the paper one week there was an article of advice to a piano manufacturer, showing that an active and aggressive advertiser could do business, though located off the principal streets of a city, that is, if he used printers' ink unsparingly, and I then and there decided to give up my expensive Washington street suite, and here at 73 Federal street, all due to reading that article, I am now saving one-half in rent and have over 300 feet more space, and although I am on the fifth floor and there are 105 steps



GEORGE B. GRAVES.

to climb, I am now employing a force of 30 people, including high-price designers, foremen for each department, and in the office bookkeepers and typewriters. When I commenced reading PRINTERS' INK one man and a boy were all the help I needed and I acted as my own bookkeeper and letter-writer, so can you blame me for praising the paper?

"I was forty years old before I began advertising and had no idea of just how to begin. There has always been a vagary among engravers in staid old Boston that this work shou'd speak for itself without blowing one's horn. An

imprint and a plainly-worded business card were all that was allowed by the ethics, but I was determined to make a test of adopting some of the methods outlined in PRINTERS' INK to my business. The page that I turn to first each week is the dashing and brilliant business-bringers of Printers Ink Jonson. They always interest me, and while I can't use to advantage his thunder the reading of his page stimulates me and makes me often wish 'no checkee, no goodies' could be ingrafted into the engraving-business."

Mr. Graves reached into a private compartment of his desk and brought out a handsomely leather-bound, gilt-edge memorandum, and running through it said:

"You see, I don't let anything that is good in PRINTERS' INK escape me. I clip out all the little items that I think will be of any future use to me, paste them in here and index them as far as possible, and only last Sunday while the blizzard roared without I spent a good part of the day at home culling those little gems and making notations opposite them in this appendix."

GERALD DEAN.

#### LARGEST DAILY CIRCULATION IN THE WORLD.

Claims to this distinction are made by the *Daily Telegraph*, the *New York Journal* and the *Daily Mail*. The *Daily Telegraph* claim may be dismissed at once. It is a fine journal and a magnificent property, but its circulation cannot possibly exceed a quarter of a million, for reasons which *Newspaper and Poster Advertising* is quite prepared to give. Probably the *New York Journal* and the *Daily Mail*, with their million or so each, run each other close for the premier honor. Then—to leave the daily field for a moment—there is *Lloyd's Weekly Newspaper*, with its million and a quarter or more. Probably this is absolutely the biggest sale of any newspaper, daily or weekly, half-penny or penny, in the wide, wide world.—*Newspaper and Poster Advertising*.

#### WHAT CONSTITUTES GOODNESS.

Don't get a false idea of what constitutes a good advertisement. The best advertisement is the one that sells the most goods, not the one that looks prettiest.—*Advertisers' Review*.

#### AN AID, NOT A CERTAINTY.

It is not always safe to choose mediums by looking them up in a newspaper directory.—*Advisor*.

#### VOTING CONTESTS AND CIRCULATIONS.

There are circulations and circulations. The Boston *Globe*, for example, has largely increased its already large circulation, of late, by a voting contest for teachers. Two or more of the most popular teachers in New England are to be sent to the McKinley inaugural March 4, together with a certain number of favored pupils, at the *Globe's* expense. Thousands of ballots are being cast by pupils and friends of pupils, for their favorite teacher, and the contest waxes warm towards the finish. Votes are bartered among the newsboys and friends of the contestants at so much per hundred.

But in this or any other newspaper voting contest is the sudden increase in circulation a "result bringing" one for the advertiser? Most advertisers will say no. It is profitable to the newspaper, but does he advertiser no good, for the reason that most of the extra circulation is bought in bulk, the vote cut out and the rest sold to the junk dealer. I know of one newspaper in a small town which carried on a voting contest in a most peculiar way. A big edition was printed on half-sheets, the publisher using part of the page form on which the vote was printed and the reverse form of the front page. These were sold in bundles of 100 or more, at a big discount. The contestants got the votes, but what did the advertiser get? They were paying stiff rates for their ads, which in this fake circulation "cut no figure." They were shown the statements of circulation at the end of the month, with these fake sheets added in, and paid for circulation which they didn't get. The *Globe* contest is conducted on strictly honest lines, but not all contests are so conducted.

The *Boston Post* has also been conducting a voting contest, but of a somewhat different nature. Fifty-eight prizes are offered, for "telling the truth," as the management advertises it, in its own publication and in the leading New England dailies. The prizes aggregate \$500 in cash and are paid for the largest collections of coupons cut from the *Sunday Post*, sent in, signed, stating, as per printed form, that the *Sunday Post* "is the best Boston Sunday newspaper." The contest is open to everybody and there is no limit to the number of coupons that may be sent in. F. N. H.



I HAD BLACK RINGS UNDER MY EYES.

## ASSOCIATION OF AMERICAN ADVERTISERS.

### A TALK TO MEMBERS BY THE PRESIDENT OF THE ASSOCIATION.

One of the members of this association happened upon some facts that led him to conduct an informal investigation of the circulation of a newspaper claiming and "guaranteeing" over 40,000 copies per day.

The result showed a carrier circulation of about 2,500 and outside circulation of 2,000 to 2,500, a total of not above 5,000, as near as it was possible to determine by the means employed. Our auditor shortly thereafter requested the privilege of an examination under our usual careful and exact methods. He was met with various excuses and a statement that the publishers "would guarantee 40,000 circulation." Would they make a sworn statement? "No, our standing in the community is sufficient to give weight to our statement of circulation."

This association will make another and more urgent request for an examination. If finally successful, we can only report the facts to members, who can govern themselves accordingly.

The publisher's price is 12 cents per line or \$1.68 per inch, reasonable perhaps, if the circulation is 40,000.

Two 6-inch ads per week would cost \$1048.32 for a year.

If the actual circulation does not exceed 5,000, the maximum price per inch should not exceed 30 cents in a high class medium. Two 6-inch ads per week for a year would cost at this rate, \$187.20.

Cost on incorrect statement....	\$1048.32
Cost on true statement.....	<u>187.20</u>

Overpayment in one year.....\$ 861.12

There are members of this association that have been using the paper in question at the rate of 12 or more inches a week, and at the rate of \$1.68 per inch, blindly relying on the publisher's report of circulation. Given that we are close to facts, and we certainly seem to be, there has been \$861.12 lost, given away, paid out on false

pretenses to one newspaper for one year by every advertiser using the amount of space above named. If our auditor unearthed but one such loss to our members in the entire year, it would save each member using the paper, \$761.12 on this one item alone, over and above the entire cost of annual dues in the association.

Twenty-six reports have been rendered to members in the past year, and two more are nearly ready.

Members are urged to study these reports carefully; they will help shape investments in the mediums examined, for the majority of these reports disclose facts not hitherto known.

When the report of our auditor compares favorably with the previous sworn statement of the publisher, the item is not as interesting as a report that shows that each member has been throwing away from \$100.00 to \$1,000.00 on a medium because of a lack of exact information.

\$8,000 to \$10,000 per annum is thought to be a reasonable estimate of the saving to each member when another year's work of the association has brought in the mass of information expected. Millions of dollars are expended annually by our members on the basis of hearsay and unreliable, even false statements.

### CIRCULARS.

An ad in a newspaper is in effect a printed circular delivered free to readers. The advertiser contracts with the printer to print and distribute a given number of thousand for a stated price. Suppose his job printer would contract to print and deliver 40,000 circulars per day at a cost of \$1,048.32 per annum, and it was discovered that only 5,000 a day were printed. What kind of a row would result and what character of legal proceedings would be instituted? Energetic and even drastic measures would be used to correct this wrong done by the job printer, because we are not used to it. Whereas we sit like dumb sheep and allow ourselves to be systematically and cleanly sheared by the dishonest newspa-

per publisher, because we are used to it, and it is hard to overthrow old conditions.

It seems a general opinion that the association has proceeded on too conservative lines. The annual fee of \$100 is a pittance that but little can be expected of. It has supplied us with carefully conducted examinations of publications at about \$4 each, reports that guide us in heavy expenditures. The cost of these reports, already so small as to appear trifling as compared with their value to members, will be still further reduced as the membership is increased. It is plain that double the present membership would halve the cost of the work, at the same time add greatly to the power of the association. New members joining after July 1, 1901, will pay \$100 entrance fee and \$100 annual dues.

The entrance fee is the contribution of new members to the cost of information previously obtained.

#### NEWSPAPER FAVOR.

An advertiser queried, "If I become a member of an association seeking to learn the inside facts about newspaper circulation, will I or will I not suffer loss of position for ads, or some other little favor at the hands of a newspaper publisher, angered at the facts of circulation of his paper becoming known to my associates and myself?"

If the advertiser bought a farm which he was given to understand contained 100 acres, would he hesitate to measure that farm because he feared the man would become revengeful if the measurement showed 50 acres or perhaps 30? He bought the space (100 acres) expecting returns for the investment of his money in 100 acres. He finds returns not what he might expect from a full 100 acres, but he is afraid to measure, for fear it show up only 30 acres, and the man, angry at his learning the facts, will refuse to favor him again! Perhaps he orders and pays for a ton of coal, and when delivered finds but 1,200 pounds in the load which the merchant

agreed with him would contain 2,000 lbs. All these cases of short weight, short measure or short count are, or should be, cared for by the public prosecutor.

#### BETTER SERVICE.

No member of this association is bound to leave the columns of a newspaper because it is shown that he has been misled on the publisher's report of circulation. Every member is entirely free to go right along paying \$861.12 per annum more than the service is worth, in the newspaper heretofore referred to, if he desires.

#### FACTS SECURED.

To secure and lay the facts before the members is the duty of the association. Then let each member judge of the character or class of the publication, of the kind of readers it goes to, and the value of space as computed on known circulation, not on misstatements and guesswork.

#### NEWSPAPER FAVOR AGAIN.

Better position, better service and better price can be secured from the newspaper when the advertiser is in possession of all the facts. This is particularly true in the cases where incorrect statements of circulation have heretofore been made the basis of contract.

#### DISCOUNTS SUGGESTED.

It is proposed, later on, to furnish members with a statement of discounts suggested, for papers whose circulation does not compare with the claims. For example:

	Disc. suggested from Claims.	Our price you are Rept. now paying.
News, of...96,000	22,000	60 per cent
Times, of...10,000	7,500	20 per cent
Journal, of..14,000	6,250	50 per cent
Record, of..26,000	24,980	No.
Enquirer, of..75,000	47,400	30 per cent
Review, of..28,000	—	25 per cent

\*Refuses to allow examination.

Members can thereupon request publishers discounts to fit the case, or the publication of additional ads, without charge, or better service to make up the lack, or drop out altogether, or continue right along at the same old price, with eyes open and the satisfaction of knowing what they get for their money.

Opposition is offered to the work of the association by some advertising agents who fear facts. They have placed their patrons' money in some (perhaps many) mediums claiming circulation beyond belief. The hard, glittering facts obtained by the advertiser through the work of the auditor employed by himself and associates are not always complimentary to the agent intrusted with the duty of placing the advertising appropriation. Advertising agents, public or private, cannot obtain the inside facts worked out by this association. That they are sensitive to the uncovering of their inability is but human.

Newspaper enmity is practically nil.

#### PUBLISHERS' INTEGRITY.

Every member of this association who has direct contact with publishers knows of their intent and wish to clear away some of the old time methods of doing business, and to present to their patrons a full measure of service for the money received.

A large number of the more prominent publishers have been brave enough to break away from the ancient rule and supply buyers of space with exact and reliable information as to circulation.

Advertisers stay with such publishers through thick and thin, and in the face of inflated but unverified claims of larger circulation by rival publishers.

The wilfully dishonest commercial house, whether publishing or in any other business, is a public menace, deserving the condemnation of every right thinking individual. It would be difficult to believe that any sane publisher would covertly or openly attack an advertising patron, because that patron asked for information about circulation; much less would the publisher attack associated advertisers whose patronage is the very life of the paper. It takes no prophet to say where the power lies, and no advisor to warn advertisers from the publication that would defend fraud.

The strength of this association is great, and becomes greater each year.

It is managed conservatively and strictly for and in the interests of its members.

It will further no personal enterprise of any member in opposition to the interests of the associated members.

Its officers serve without salary, except the actuary.

It is expected that each member will contribute his share of service when called upon.

The advertising department is perhaps the most important department in the business of every member. It should be considered a part of the duty of each member to see that the work of his association, that furnishes accurate information upon which large contracts are placed, be conducted actively, energetically, wisely and in a satisfactory manner to the members. Economy in all branches is the word nowadays. We spend thousands of dollars to replace old boilers with new and more economical. New automatic stokers to save coal. New electric motors and generators to lessen cost, etc. The department with the biggest leak is the advertising department, and in no other department can as great saving be made.

Respectfully,

C. W. POST, President.

#### STEREOTYPED ADVERTISING PHRASES.



A HIGH-CLASS PREPARATION.

**CASH**

**BROOKLYN FURNITURE CO.**

**CREDIT**

**Why Buy Elsewhere**

when you can buy here and have to select from the finest stock in the city, at prices that others will not attempt to duplicate.

**Your Credit Good**

so you can always buy what your fancy dictates and can pay to suit your convenience.

Fine 6-piece mahogany finish frans Parlor Suits, damask coverings, we are selling for.....	\$40	Golden Oak Sideboards, finely finished, very neat designs, we are selling for.....	\$12
Neat 3-piece Reception Suits, mahogany finish frans, damask coverings, at.....	\$15	Fine 6-foot Extension Tables, golden oak, to match sideboards.....	\$6

**BROOKLYN FURNITURE CO.**  
559 TO 571 FULTON STREET,  
BROOKLYN, N.Y.

THIS ADVERTISEMENT, HERE REPRODUCED IN MINIATURE FROM THE NEW YORK "JOURNAL" OF FEB. 3, WILL PROBABLY TEMPT A HOST OF WOMEN TO PURCHASE WHAT THEY DO NOT NEED AND CANNOT AFFORD—THEIR "CONVENIENCE" TO PAY MAY NEVER ARRIVE.

#### IN A THOUSAND WAYS.

Advertising may be done in a thousand ways. Any method which tells anybody about anything is advertising. Advertising may be done by word of mouth, or by word of type. Advertising is anything which conveys a message about a business or product. If a man opens a store and tells his friends about it, he is advertising the store. If he prints his announcement on cards and hands them to passersby, he is advertising the store. If he puts a sign above his door, or goods into his window, he is advertising the store. If he makes one hundred duplicates of this sign and nails them on fences, or dead walls, where people can see them, he is advertising. If he joins a church, or a club, or a secret society, his name and

his business will become known, and he will still be advertising. If he causes his sign or card to be reproduced and printed in a newspaper, he is doing the same thing that he did when he tacked the sign on the fences, or handed the card to a passerby. He is putting his sign into the house of every reader of that paper.—*Shoe and Leather Facts*.

#### FACTS.

The best thing to put into an ad of any kind is information in plain terms. Just plain facts.—*Apparel Gazette*.

#### PRICE ADVICE.

If prices are marked down, it should be said how much. The old price and the new be given.—*Apparel Gazette*.

## NOTES.

PAUL E. DERRICK, Tribune Building, New York, has secured the Gold Dust advertising for Great Britain.

THE Sphinx Club, of New York, has a Chicago branch, organized at a dinner held on Dec. 20, at which D. M. Lord presided.

"PHILIP D. ARNOUR: a Character Sketch," by Rev. Frank W. Gunsaulus, appears in the *Review of Reviews* for February.

ISAAC BENESCH & SONS, 549 N. Gay street, Baltimore, Md., issue a "Cut Book" which contains cuts at prices that any retailer can afford to buy.

It is said that the Larkins Soap Company have abandoned the newspapers and magazines as means of publicity, and have given their entire appropriation to posters and circulars.

THE Mulford & Petry Street Car Advertising Company issue a neat and convincing little booklet telling about their business. It is illustrated throughout and quite interesting to advertisers.

It is stated that when "To Have and to Hold" appeared in the *Atlantic* that magazine gained over thirty-six per cent in circulation and over forty-seven per cent in advertising. Nobody knows, however, except the publishers, what its circulation was then or now.

An interesting book issued by Thomas Dixon, 193 Oxford street, London W., England, at half a crown, is called "The Advertisers' Crown." It contains advice to advertisers, articles on mail order business, interviews and lists of British and provincial publications.

DR. GREENE'S Nervura is to be advertised more largely if the doctor can induce publishers to wait fifteen months for their pay. Paine's Celery Compound is awaiting the outcome of Greene's angling for suckers to spring the same kind of a proposition.—*Western Editor*.

THE Frank Presbrey Co. is to place a line of advertising for the Cleveland & Buffalo Transit Co., which operates a line of beautiful and fast boats between Cleveland and Buffalo, making a great feature of the Lake trip. Magazines and papers of daily circulation will be used.

THE latest development in mail order advertising appears to be a school for slack rope walking, as evidenced by the following ad clipped from a monthly publication: "Money made at slack rope walking. Very easily learned. Complete instructions inc. H. H. Hill Co., East Farmington, Wis."

THE Royal Blue Cigar is being extensively advertised at the present time in New York City, and it is said that as its sales increase the advertising will be extended throughout the country by the use of leading newspapers and magazines. The advertising is being handled by Messrs. Phillips & Co., 1133 Broadway, New York.

MR. EDGAR F. MEDARY, publisher of

the *Democrat* of Waukon, Iowa, distributes among his admirers a button on which appears a picture of his own face and the sentence, "If it happens the *Democrat* prints it." He also has put forward a poster which shows a reader whose back is toward the looker-on, reading the *Democrat*.

MR. W. O. FULLER, Jr., of Rockland, Me., is having his Wigglesworth papers brought out in book form under the title, "What Happened to Wigglesworth?" Some years ago the Wigglesworth sketches appeared in one of the big New York papers and attracted much attention. Mr. Fuller is editor of the Rockland *Courier-Gazette*, one of the brightest papers in Maine.

A SPECIAL dispatch to the New York *Commercial* of Feb. 8 states that the executive committee of the California Cured Fruit Association has called a general meeting of the association, to be held at San Jose, Cal., Feb. 21, to consider the matter of granting the committee authority to advertise prunes extensively throughout the country and to put salesmen in the field to sell the stock on hand.

JAYNES & CO., the Boston druggists, advertise their Pine Tar Cough Syrup by means of a mammoth painting on the outside of their store front. This represents a typical scene in a North Carolina pine forest, with men in camp, reducing the sap to tar. A camp-fire and a huge still in the background emit real smoke and steam. One can almost get the aroma of the tar as he looks upon the scene.

BUSINESS men out on the Pacific coast have gradually awakened to a realization of the opportunities which publicity has placed at their disposal. *Pacific Coast Advertising*, a readable little monthly published at Los Angeles, Cal., by W. D. Curtis, has been instrumental in bringing about this result. It is a bright and newsy paper and contains quite some information of value to those interested in advertising.

WHEN you find that a publication is continually run down by an advertising journal, you can make up your mind to the fact that its publisher persistently refuses to advertise in that journal, or that the agency that journal represents is refused the agent's commission, or a line of credit, or possibly both. It is simply a method of blackmail, with a view of bringing the publisher to terms.—*Advertising, Chicago, Ill.*

S. S. VREELAND, 150 Nassau street, New York, is gradually building up a list of representative papers, the latest addition being the Lowell (Mass.) Sunday *Telegram*. He now represents in the East the Nashville (Tenn.) *Banner*, Manchester (N. H.) *Union*, Albany *Journal*, Worcester *Post*, Scranton *Tribune*, and each paper will be recognized by advertisers as being the representative paper of its community.

VERY unusual advertising was done during the last campaign by Mr. H. G. Wilshire, senatorial candidate on the

Social-Democratic ticket from Los Angeles. In addition to the free use of billboards throughout Southern California, he had an automobile in constant use which bore good size bulletin boards, and used advertising space in the Republican dailies to make announcements, etc.—*Pacific Coast Advertising*.

**THE American Blower Company**, of Detroit, Mich., has issued a book which points out the advantages of mechanical draft over natural draft. It is a handsome book from the standpoint of an advertising specimen, contains many half-tones and a clear, concise treatise on subjects under discussion. The book has decorative cover, but one of PRINTERS' INK's readers who examined it said its cover binding will not last beyond a couple of days.

A CORRESPONDENT writes: The Haverhill Business College has added an advertising course to its list of practical subjects in the curriculum, and is the only business school in New England to give such instruction. This branch is taught by the principal, W. P. McIntosh, who has studied not only in the practical field of experience, but under the tuition of some of the highest paid advertising experts in the country. The motto of the school is "Always a little ahead."

MR. A. W. PALMER, 180 Arlington avenue, Brooklyn, New York, seems to have a peculiar ability in writing "sayings" or sentences useful for advertisers. Below are given a few to indicate what is meant: Description is inadequate. Seeing is the best argument. Talkative prices that speak well for themselves. Silent tributes to the weavers' art. Flitting fashions taken captive. Not a fraction of fiction in this description. Select goods await your selection.

A CORRESPONDENT of *Fame* sends them this inquiry: My wife bought a pair of stockings the other day, and attached to them was a slip of paper bearing these "Washing directions.—Turn the stockings inside out, wash in warm (not hot) water in which part of a cake of Ivory Soap cut into shavings has been dissolved; rinse in water of the same temperature, wring without twisting, stretch into shape and dry in the shade." I wonder what rate the Ivory people pay for space in this medium.

A DEPARTMENT bulletin received by Postmaster Stillman gives notice that advertising circulars in Canada are liable to a customs duty of fifteen cents a pound, which customs officials are required to collect, even if each pamphlet or other kind of advertising matter bears a different address. Bona fide trade catalogues and price lists of goods at wholesale, not exceeding three to any one address, are admitted free. Almanacs are not included in the exemption.—*Milwaukee Wisconsin*, Feb. 1, 1901.

THERE lies upon the desk of the editor a copy of an Iowa paper that announces that its advertising rates are "\$1 per inch per month." In the same issue is an advertisement of McClure's

*Magazine* that occupies a space of 20 inches. Beyond a doubt that advertisement will be run four or more times in the paper mentioned. That makes \$20. Will the publisher of the paper get it? Not much. He will get for his eighty inches of advertising a magazine that he could get for 85 cents in cash.—*The Western Editor*.

DONNELLY, the Boston billposter, has devised a "hand painted poster," done in black and white silhouette, or in colors, as the advertiser may prefer. Mr. Donnelly uses them to advertise his own billposting and sign advertising business, wherever he has a temporarily vacant space, and announces in them to the public that he is prepared to paint just such posters for other advertisers. This is a variation from the ordinary pictorial sign, as the style closely follows the Beardsley, Grasset and other types of art posters.

Two men being "wanted" by the police for commandeering a quantity of brass from a dealer's yard in Glasgow, and all trace of their whereabouts having been lost, one of the detectives attached to the northern division of Glasgow police inserted an advertisement in a local paper for a number of "boiler-breakers." One of the suspects duly turned up in response to the ad, and the detective, by giving him the bogus situation and asking him to name five assistants, secured the address of the second suspect. Both men have since owned up.—*Ironmonger*.

THE International Library Co., of 12 Pearl street, Boston, W. E. Calvert, general manager, tries to enlist the assistance of prominent parties to sell the International Library of Famous Literature by offering to such parties a special proposition regarding the edition, provided the addressees are willing to give their opinion of the work in writing, or the benefit of their good will and influence in prosecuting the sale of the library. The willingness to indicate one's interest in Mr. Calvert's proposition is to be expressed by returning an inclosed postal, after which a brief resume of the offer, "concisely set forth," is promised.

THE San Diego (Cal.) Chamber of Commerce is sending out a small booklet containing a brief history and description of the attractions and advantages, climatic and otherwise, of San Diego City and County. It mildly suggests that San Diego is the gateway of paradise. Photogravures accompany the text and give the reader a mingled feeling of restlessness and desire to visit the country. The booklet dwells on the many good features of the locality, but fails to state the population. A table of climatic data for the past twenty-nine years concludes the work. Copies are sent to all inquirers.

"WHAT is the secret of your business success as a newspaper publisher?" asked the *Western Editor* of a newspaper publisher who has made money. "Names," exclaimed the editor in question. Then he proceeded to explain that it was his aim to print the names of as many people as possible in every

issue of his paper. "My correspondents are instructed to get in the names of as many as possible. I try to print the names of the guests at every party, wedding or other social gathering held in my town." There is material in this for thought. The paper that prints the names of many people has many subscribers, and the paper with many subscribers can demand good advertising rates.—*The Western Editor.*

DR. E. W. HIGGEE, of Northampton, has in the city a unique tricycle advertising his patent cold powders and other preparations, which has attracted some attention the last two weeks in the windows of Adams' drug store. A patent has been asked for the machine, and the doctor expects to make a large number to be sent through the country to advertise his remedies. The tricycle is propelled by man-power, compressed air or electricity, the working of the signs and dodgers being automatic with the running of the cart. The signs are odd shaped, and may be lighted by electricity. It is an ingenious arrangement, and one calculated to attract attention. It could be used as a delivery carriage.—*Springfield (Mass.) Republican.*

MR. WOLSTAN DIXEY has resumed the business of advertising specialist, with headquarters in Dayton, Ohio, where he is equipped to plan, write and illustrate high-class advertising matter. As advertising manager of the National Cash Register Company for the past two years Mr. Dixey has added to a former wide experience in this field. One may imagine, says Mr. Dixey, that Dayton is in the woods and that Dixey ought to apologize for doing business here. Not so. Dayton is the gem town of the Middle West—clean, keen and alive. Besides, he recently tore a kneecap. His leg is in a plaster cast and he is condemned to crutches for several months. Meanwhile he has not sprained his intellect and he wants orders.

*Advertising*, of Chicago, tells the following interesting story: Alexander Spiers is a man who has made a fortune advertising a cure for rupture. He is a genius and does his business in a way that is strictly his own. His letter heads, envelopes and circulars are printed on cheap paper, and it is said that he has not altered a word of his circulars in the last ten years. Every season he thinks he will change his circulars, and he has some leading expert get him up a booklet, with illustrations, etc., and submit to him, but he always decides on running his same old plates once more. They are about as crude and poorly printed as it would be possible to get, but they bring the business. The work of the experts, although good, invariably drops in the waste basket and sends them a check by return mail.

Two hundred dollars for advertising space, four or five dollars for preparation of matter. What does this mean? It means that the advertiser is going to wonder why his advertising is not successful.—*Advertising Experience.*

#### "FAME" WILL BUY JINGLES.

Somewhat more than a year ago it was announced that the Ripans Chemical Company was in the market for rhymes and jingles devoted to the praise of their well advertised Tabules.

While it may be true that "poets are born, not made," still the jingle market is seldom lively, and the "merry-maker of nonsense verse" frequently knows the looks of returned-with-thanks slips. This being the case, the advent of a new buyer must have been hailed with joy. It would seem that a multitude of jingles of this style would come:

If you don't know what's the matter  
As your boy starts out for school,  
Declaring he's just one big pain—  
Try a Ripans Tabule.

Now note the evolution. For an epic of that grade the poet receives a five-cent packet of the Ripans, enough to "clear the poet's brains." Result: The genius soars higher, and something like this may be expected:

A lady who lived in Salt Lake  
Complained of a bad stomach ache ;  
With trembling hands  
She took a Ripans

And her trouble was gone in a shake.

For such an effort as that the writer received a dozen packets of the wonder workers, as the firm says, sufficient to "make a poet over new." Probably after receiving that reward he goes into Class A and writes somewhat in this style:

For the girls who look like "plaster casts,"  
And saunter round like fools,  
There's nothing that will brace them up  
Like Ripans Tabules.

Such inspired jingles as this bring \$1 each, the poet being then considered enlightened enough to purchase his *quantum sufficit*.

The coming of this company as purchasers of verse was undoubtedly hailed with joy by rhymers, but *Fame* and numerous other advertising journals are, I believe, in the market for the same line of goods, and pay better prices.—*Fame.*



#### A MOVING TALE.

H. L. Kramer arranged with a clown in a prominent circus to pass out Cascarets just before the show ended. In Detroit, however, the clown wishing to liven up matters, took the papers off the Cascarets and just before the show started he passed the Cascarets out in liberal quantities as cough drops. In an hour or two the people commenced to get up and leave the circus; at the end of the performance hardly 20 per cent remained. The proprietors of the circus thought the leaving was on account of a poor performance, but it wasn't.—*Boyce's Hustler.*



#### PATENT MEDICINE PURCHASERS.

There is no question that the great middle classes, the people in the country towns, are the ones who buy patent medicines.—*Boyce's Hustler.*



#### SELF-SUPPORTING.

Friend—Are you still keeping your ad running in PRINTERS' INK?

Businessman—No; it is keeping itself running and me, too.

**BRIGHT SAYINGS.**

**PRINTERS' INK** solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

A MAKER of men.

MONEY back smilingly.

We mix brains with our ink.

THOUSANDS of satisfied customers.

ACTUALLY a triumph of the century.

GREATEST of all in leavening strength.

PAYS for itself in a very short time.

WE are retail sellers—wholesale buyers.

A LIGHT like day—rich and easy to the eyes.

TRY it and you will find it a home necessity.

THERE'S nothing so bad for a cough as coughing.

MAKES vigorous, healthy children and keeps them so.

Good for everything a liniment ought to be good for.

EVERY suit we make you is a bid for the next order.

It begets a zest and smack that imparts enjoyment.

WHERE there is a baby there should be Nestle's Food.

CAREFUL attention always; expert advice if you desire it.

The lowest possible price consistent with high-grade goods.

CLOWN triumph is one of the things you can't afford to be without.

EVERY shelf contains a bargain, and we have lots of shelves in the store.

LINES have been freshened up here and there, and an unbroken front is again presented.

If you want to pay a bonus for style, this store's not the place to trade, for here style is thrown in.

BLISS, SWAIN & Co.'s reduction sales are always real reduction sales, not distorted dreams of fancy.

WE thank our friends for their loyal support, and hope to deserve it more than ever in the future.

No account so small that it is not welcome; no account so large that it cannot be savingly handled.

I KNOW that in order to get your trade I must give you better values than you can obtain elsewhere. I do.

You can give your fancy free scope here. We'll overwhelm you with variety, and won't strain your purse.

OUR policy of watching the market for "plums" and turning them over to the people at a fractional advance is bringing shrewd buyers our way.

SYMPATHY is grateful to the sorrowing. If it only would pay bills how it would be sought! A life insurance policy is full of the right sort of sympathy. Get it from the Penn Mutual Life.

WE do not claim to be public bene-

factors, nor do we desire to pose as "Little George Washingtons," but we do aim for higher and better methods than some merchants seem to be satisfied with.

READY made clothing is no more alike than are people. Men differ in character, style and disposition, and so do clothes. Our clothing is cut and made by skilled tailors from the very best of cloth.

INVENTORY. A word that brings the highest priced suits and overcoats down off their perch—a word that puts everything on the move—a yanking off of price tickets, a hurry call for quick action. That's the case here.

QUALITY isn't always the only consideration in the cost of a shirt—fit and finish are equally important. Rogers' white shirts are good all through—the hidden as well as the visible parts. It's the product of skillful, well-paid hands from start to finish.

TAKE 'em home, try 'em on in the family circle. Examine them—peer into them. Scrutinize every seam, button and braid. Look at the fit, the figure, the finish and—the price. Then give them the test of wear, or give us the test of "money back."

THERE are other stockings besides the Shawknit for which you pay the Shawknit price, but, try as you may, you cannot find others that stand the wear, retain their shape, feel and look as well as the famous Shawknit half hose for men, the kind that always hold their color.

"Is them sheepses yourn?" was asked by a little girl whose education had been rather neglected. As every word is grammatically incorrect, no wonder that it offends the educated ear—but it doesn't grate a bit more on our nerves than it does to see a neatly dressed man or woman carrying a cheap, shoddy hand-bag.

THIS sale involves goods that are needed in the home almost every day. Study the lists. Scores of indispensable medicinal and toilet articles are quoted at prices matchlessly and absurdly low. Each item is sold under our usual broad ironclad guarantee. The qualities are the best. Whether you buy Rhinitis Tablets or Emulsion, Mustard Leaves or Face Powder, you may depend upon purity.

AFTER a man or woman has lived 50 or more years the machinery of the body is pretty well worn out. Stop a minute and think how many miles you have walked in all those years—how many thousands of pounds you have lifted—how many hours you have stood on your feet—how many times your joints have moved back and forth—how many times you have overdone things in work and pleasure. Do you wonder that you have pains and aches? Isn't it about time you did something for your poor body? Get a bottle of Omega Oil at once and rub it into every spot on your neck, shoulders, arms, back, pips, legs, knees and feet where there is an ache. Rub it in good and hard, and the first thing you know you'll feel at least ten years younger.

## A GREAT HELP.

Office of  
W. C. LOFTUS & Co.,  
Fine Clothing, to order only.  
NEW YORK, Feb. 8, 1901.

## Editor of PRINTERS' INK:

I find the Little Schoolmaster (which is always to be found on my desk) of great help in my work. It keeps me posted each week on what "others" are doing and saying. Wishing you continued success, Very truly yours,

ARTHUR D. FERRIS,  
Advertising Manager.

## NOT A BAD SUGGESTION.

DES MOINES, Ia., Feb. 9, 1901.  
Editor of PRINTERS' INK:

Why not say Adware, as well as hardware, tinware, woodenware, etc.?

JOHN A. BOLLMAN.

## "AN ADVERTISED ARTICLE."

FR. WAYNE, Ind., Feb. 7, 1901.  
Editor of PRINTERS' INK:

Has "Adum" been suggested for an advertised article? Respectfully,

W. G. BURNS.

"KEEPING EVERLASTINGLY  
AT IT."

Pedlar (opening his pack)—"I have here, madam, an improved rat trap, which—" Woman of the house—"We are never troubled with rats." "Which can be used for cracking nuts—" "We never eat nuts." "Or as a coffee roaster. Adjusted in this manner it—" "We always buy our coffee roasted." "Just so. Reversing the wires that form the upper portion, and bringing down the side flaps thus, we have a device for holding eggs when cooking—" "We never eat eggs." "And by holding these wire loops, as you see me doing now, it makes a handy arrangement for holding a small mirror—" "Haven't the slightest use for such a thing." "While by adjusting another small mirror in this position and another at this angle, as you will notice, and placing it in a kitchen window, for example, it has the curious effect of enabling the observer, seated at one side of the window and entirely out of sight, to see distinctly through any window that may be opposite, and to note what is going on inside, and all I ask for this most useful and comprehensive invention is three shillings, which is only about one-half—" "I'll take it."—London Supplement PRINTERS' INK.

THE merchant who would leave a city for New York in a stage coach to-day instead of the railroad cars, would be no farther behind in business principles than the man who quietly sits down without advertising and expects the rapid-moving, hustling world to bother itself in hunting him up so as to do business with him. It is the wide-awake business man who keeps his name and his business prominently before the public through the columns of the local newspapers that gets the trade.—Valparaiso (Ind.) Messenger.

## ELECTROTYPEING AND STEREO-TYPING.

Electrotypes are made of a kind of type metal, the surface covered with copper to make it wear resisting. A mould is taken of the original engraving in wax, the mould covered with plumbago, polished and then a copper shell deposited on it by means of a dynamo. This shell is removed from the wax, backed up with metal, shaved down and mounted. It is usual to mount on wood, but for some purposes they are mounted on metal.

For stereotypes a paper mache mould is made of the original; this is dried and then placed in a casting box where metal is poured on it, and in this way one or more casts are made. These casts may be made type-high for metal base cuts, or in thin plates that are afterwards mounted on wood to give the required height.

Electrotype duplicates, except on very fine half-tones, are as good as the original cuts, as even the finest lines are preserved. Stereotypes are much less desirable for ordinary work than electrotypes, because the copper surface of the latter makes them wear several times longer than stereotypes. It is advisable to have electrotypes made of valuable cuts of any kind and use the electrotypes for printing purposes and preserve the original engraving to have other electrotypes made from in case of an accident. Printers find electrotypes a profitable investment. In long runs electrotypes of type forms are an inexpensive means of cutting down press-work or composition. The plates are then on hand ready for repeat orders, which can be turned out expeditiously and at greater profit than the first.—Advertising World.

## A MISTAKE.

Visitor (angrily)—See here, sir. You called me political jobber in your paper this morning.

Editor—Yes, but that was a mistake.

Visitor—Ah! You admit that.

Editor—Certainly. I wrote "robber" very plainly.—Boston (Mass.) Gazette.

## BECAUSE IT SAYS NOTHING.

Advertising that is not noticed doesn't do anybody any good, but there is a great deal of advertising that is noticed that is just as unprofitable.—White's Sayings.

## Classified Advertisements.

*Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

A GENTS wanted. Particulars for stamp. JOHN P. MASON & CO., Hancock, Md.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

K EMOLINE removes grease, dirt, etc., from anything; sample 2c. Agents wanted; other goods. K. CHEMICAL CO., Box G, Fairland, Ind. Ter.

WANTED—An enterprising man to manage his own paper in his own town. Address with reference and stamp, "BUSINESS ENTERPRISE," Norwalk, O.

**A**DS for the DAILY JOURNAL, Asbury Park, N. J. Circ. 2,150. Rate 7 cents an inch.

**A**DVERTISING manager, age 28, employed last seven years by daily, wants similar position in Northern or Western city. "J. F. S." 615 The Nasby, Toledo, Ohio.

**C**APABLE advertising man—successful writer, printer and publisher—can handle one or two more first-class clients. Address "ADV. MGR," care Benson Co., 137 Lake St., Chicago.

**WANTED**—an artist to do newspaper work. Strong and sketchy. A boy will do if he knows enough. Address "EARNEST WORKER," office of Printers' Ink, 10 Spruce St., New York.

**H**USTLING newspaper man with \$3,000 to join advertiser in publishing paper in this city. Powerful political backing. Outside man preferred; a fortune in sight. "PUBLISHER," care Printers' Ink.

**O**RDERERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

**A**D manager wanted who can buy a \$1,000 to \$3,000 interest in manufacturing corporation in New York City. Highest references given and required. Good salary. An exceptional opportunity for making money. Address "PERMANENT," care Printers' Ink.

**F**ERNALD'S NEWSPAPER MEN'S EXCHANGE (established May, '98) recommends competent editors, reporters and advertising men to publishers. No charge to employers; registration free; fair commission from successful candidates. Tel 659-2, 15 Cedar St., Springfield, Mass.

**A**N ad man of ability desires position where an energetic and enterprising man is necessary. Much of his work has been reproduced in a famous advertising journal—he is practical. In a good opening will start at \$50 per month. Address "GOOD ADMAN," care Printers' Ink.

**A**DVERTISING manager, with experience in preparing all kinds of good advertising matter, desires position with large wholesale or retail advertiser, where ability and industry will be appreciated. Fully competent to take entire charge of advertising department; gilt-edged references. Address "HENRY," care Printers' Ink.

**A**DVERTISING manager, practical, resourceful, energetic, of ripe business ability and with a clear comprehension of advertising, is open to permanent engagement.

Now employed by large concern, but not under contract. His ability to get business has been clearly proven.

Address "BUSINESS GETTER," Printers' Ink.

#### PHOTO ENGRAVING.

**T**HE STANDARD ENGRAVING CO., 61 Ann St., New York.

#### MAILING MACHINES.

**G**EET the best, the Matchless, of REV. A. DICK, 43 Ferguson Ave., Buffalo, N. Y.

#### PRINTERS.

**L**ONG run printing—way below N. Y. prices. M. P. GOULD CO., Bennett Bldg., N. Y.

#### MISCELLANEOUS.

**B**ICYCLES and tricycle wag'ns. Factory to buyer. Write ROADSTER SHOPS, Camden, N.J.

#### ILLUSTRATORS AND ILLUSTRATIONS.

**H.** SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

#### EDITORIAL WRITER.

**T**IMELY editorial on all subjects. Write for rates. H. L. GOODWIN, Malden Sta., Boston.

#### POSTAL CARDS BOUGHT.

**U**NCANCELLED printed or addressed postal cards and stamps bought for cash. BURR MANUFACTURING CO., 614 Park Row Bldg., N.Y.

#### SPECIAL REPRESENTATIVES.

**L**A COSTE AND MAXWELL, 38 Park Row, New York, special representatives for leading daily newspapers.

#### BUSINESS OPPORTUNITIES.

**A**DVERTISING solicitors make money with our "specials." Particulars free. TRIBUNE PRINTING CO., Room 4, Tribune Bldg., Louisville, Ky.

#### IMPOSING STONES.

**B**EST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

#### ADDRESSES.

**C**OMPLETE copyrighted lists of 200,000 names and addresses every business in Mass., \$1 per 1,000. Sample hundred any kind, 10 cents. RICHARDSON, 144 Hanover St., Boston.

#### LETTER BROKERS.

**L**ETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 505 Broadway, N. Y.

#### ADVERTISING AGENTS.

**M**ERCHANTS, mfrs., mail order men who want "live" salesmen or ag'ts everywhere should send for bargain lists leading "want ad" papers. HUNGERFORD & DARRELL AG'CY, Balt., Md.

#### PRINTERS' MACHINERY.

**P**PRINTERS' modern machinery, new and rebuilt. Type of the American Type Founders manufacture. Quality, not price. The best is none too good for you. CONNER, FENDLER & CO., New York City.

#### NEWSPAPER INFORMATION.

**F**OR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued Dec. 1, 1900. Price five dollars. Sent free on receipt of price. G. E. P. ROWELL & CO., 10 Spruce St., New York.

#### SUPPLIES.

**G**AUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

**T**HIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 18 Spruce St., New York. Special prices to cash buyers.

#### SIGNS, SHOW CARDS.

**F**OR Show Cards, Window Display Signs, Price Tickets, go to BINGER, 70 Broadway, N. Y. City. The only up to date show card house in the U. S. The largest of its kind in the world.

#### ADDRESSING MACHINES.

**W**ALLACE'S Addressing Machine. No type used, more than 50 per cent saved over handwriting. Addresses printed like typewriting directly on envelopes. No labels to cut off. PRINTERS' INK, 10 Spruce St. How does *Companion Mag.*, Butterick Pub. Co., C. E. Ellis Co., *Popular Fashions*, A. D. Porter Co., WALLACE & CO., 10 Warren St., New York.

#### CIGARS.

**D**IRECT from the factory. Genuine hand made, high-grade goods. Please customers everywhere. See what you'll save! THE HAMILTON CIGAR CO., Lancaster, Pa.

**J**OBBERS and retailers, profit is yours. We make cigars—you smoke them; 50 cigars \$3, o. d. Money back if you don't like them. EL NOADY CIGAR CO., 9½ W. 23d St., New York.

## PREMIUMS.

**B**OOM your circulation. Particulars free. SOUTHERN ART COMPANY, Room 4, Tribune Bldg., Louisville, Ky.

**R**ELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. 10<sup>th</sup> list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N.Y.

## HALF-TONES.

**P**ERFECT copper half-tones, 1 col., \$1; larger, 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

**H**ALF-TONE'S, 1 col. \$1; 10c. per inch. Zincs 4c. per in. Quality guaranteed. Samples. NIAGARA ENG. CO., 507 Washington St., Buffalo, N.Y.

**Q**UICK and cheap service in newspaper cuts from your photos. Send for new free book, just out, on the cost of cuts. THE STANDARD ENGRAVING CO. (Incorporated), 7th and Chestnut Sts., PHILADELPHIA.

## FOR SALE

**\$100** BUYS a complete bound file of PRINTERS' INK (32 volumes). Address "P. I. J." care Printers' Ink, 10 Spruce St., N.Y.

**F**OR SALE CHEAP—Complete Improved Country Campbell Printing Press. Bed 26x35. WM. SUYDAM, 22 Union Square, New York City.

**E**VERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to place a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

## GOOD DAILY OPPORTUNITY.

**I**NDEPENDENT Democratic afternoon paper, city of 25,000 (doubled in 10 years), within 30 miles of New York City, can be bought at a real bargain. The field is an exceptionally good one, the city a fine place to live, and the opportunity is really an exceptional one unless I am mistaken. The paper is doing over \$30,000 worth of business, fairly good plant, is making some money. A good man with \$10,000 or more, and a willingness to work, will find this very interesting.

I have lots of other papers for sale, and it makes no difference to me financially whether I sell one property or another of equal value, but this is pretty sure to please a buyer, and my pleased customers are my best advertisements.

People who have not written me before will save time by doing so, as I am giving references as to financial ability. Frankness gets frankness. I open my own mail.

EMERSON P. HARRIS, 150 Nassau St., New York.

## ADVERTISING NOVELTIES.

**\$500** In genuine Confederate money for only 2c. CHAS. D. BARKER, Atlanta, Ga.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**P**ERPETUAL calendar, vest pocket size. Aluminum, imitation leather, with ad. in metal, photo, etc., to order. First ad novelty on earth. Sample prices, etc., by mail 10c. CALENDAR WATCH CO., Glasgow, Ky.

**O**ur Paperoid Card Case, "paper-like leather," Five hundred with your ad. \$5.00 for thousand, \$1. Less for more. Without ad. for printers and others, \$7.50 per thousand. Samples mailed. FINK & SON, 4th & Chestnut, Phila.

**F**OR job printers—Twelve advertising plans, every one a proposition that will put work in the most obstinate cases. Absolutely effective at any time, with any printer, with any class of trade. Have doubled my business. Original, attractive, inexpensive. I have made a thorough study of printers' advertising from a practical printers' position, and what has built up my position will build up yours. Send \$1 for set of 12 ideas. F. E. MOYNAHAN, Mirror Press, Danvers, Mass.

## ADVERTISING MEDIA

**T**HE EVENING POST, Charleston, S.C.

**T**HE GOLFER, Boston. Oldest golf publication in America.

**H**ARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

**T**O reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Wilmington, Del.

**A**DVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

**S**PECIAL PATHFINDER, Mar. 2, 50,000 proven 10c. line flat. Address PATHFINDER, D.C.

**40** WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

**N**YAOSTERN'S WECKOBBLAD, Worcester, Mass. 1st class Swedish w'kly cir'lat'g in N.E. States.

**T**HE LAKESIDE MAGAZINE, Elyria, O. First-class medium. Advertising agents wanted.

**R**EACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

**T**HE HOME, 10,000 monthly, 5 cents an agate line, flat rate. Samples free. Tribune Bldg., Room 4, Louisville, Ky.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**T**HE BERKELEY NEWS, Holly Hill, S.C., is the official newspaper for Berkeley County. A good advertising medium.

**A** bona fide cash-in-advance subscription list, none others taken. THE BERKELEY NEWS, Holly Hill, S.C., near Charleston.

**A**DS for the WESTERN SCOUT, Wichita, Kan. Official organ Improved Order of Red Men State of Kansas. Order growing rapidly.

**A DVERTISERS' GUIDE**, New Market, N. J. Circulation 5,000, sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 24th.

**HARLEM POST**, only German weekly for Oak Park, Harlem, Maywood, Melrose Park and River Forest. FRANK LEHMANN, Oak Park, Ill.

**TROJAN'S NOTION**; is unique and snappy; only 50c. year; read by good people. Try an ad: inc. inch. **TROJAN'S NOTION**, Jonesboro, N. C.

**TRY SOUTHERN FIELD AND FIRE-SIDE**, Ashwood, Ga., for results. Circulation will soon reach the 1,000 mark; 7 cents per line, 75 cents per inch.

**VIAN SUN**, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WEIKS & CHAPMAN**, publishers, Vian, I. T.

If you wish to reach the bottling trade of this country, advertise in the **AMERICAN CARBONATOR AND BOTTLER**, 67 Liberty St., New York. Established in 1881.

**THE BERKELEY NEWS** goes to 35 postoffices in Berkeley County, S. C. It is the only paper printed in the county. Address Holly Hill, S. C., near Charleston.

**FACTS AND FICTION**, an excellent medium for the mail order trade. Circulation 75,000 each month. Rate 20 cents per agate line. **THE DOMINION COMPANION**, 328 Dearborn st., Chicago.

**BRISTOL (Fla.) FREE PRESS** is a country weekly with a circulation of 300 copies every week, published at Bristol, the county seat of Liberty County and in the center of a very fertile agricultural district.

**A DVERTISE** in the **PASSAIC CO. PRESS**, Passaic, N. J., which has 9 different weekly papers, circulation in Passaic and Bergen Counties, 2,600. Advertising rates \$1.50 per inch per month.

To teach the Deer Island people the Stonington (Me.) **REVIEW** may be used. There is no substitute. Newspaper advertising will pay when placed in the **PRESS**, which is in touch with the people and reaches the home and fireside.

**THE BEE** pays advertisers; best local paper in Cherokee Nation. Contracts are made subject to three months trial. Rates on application. Subscription price \$1; samples free.

**THE BEE**, Fairland, Ind. Ter.

**THE WALTON TRIBUNE**, Monroe, Ga., employs no circulation lar. Shows circulation statements furnished any advertiser. The **TRIBUNE** only prints 1,200 copies weekly, but they go fastest homes in one of the wealthiest counties in Georgia, and the result is a little ad in the **TRIBUNE** pays. Write for rates.

**THE Wrightsville TELEGRAPH** is the only all home newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

**A FFIDAVIT**—I, E. P. Boyle, publisher of the **A HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,400. E. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

**T**HE best adv'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the **DODGE COUNTY REPUBLICAN**. Est. 1867. Through no other source can the well-to-do constituency of this paper be reached so economically as through the **REPUBLICAN**. All honest men. **REPUBLICAN** carries more ads, at a higher rate, than any paper in Dodge County. For rates and samples address **B. A. SHAVER**, publisher, Kasson, Minn.

**T**HE **BESSEMER WORKMAN** is a Democratic weekly, circulation 1,100, official organ of the city of Bessemer, population 8,718, the fifth largest city in Alabama. It is the political and commercial center of the Bessemer community. Publishes all ordinances and reports of city administration. Has had a continuous and steady growth from its birth, and is still growing. Its readers are buyers. Sample copies and advertising rates on application. **THE WORKMAN PUB. CO. (Inc.)**, Bessemer, Ala.

#### COIN CARDS.

**\$3 PER 1,000**. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

**A BARGAIN** — 95,000 coin cards received by trade, on which I've already made my profit. Will print all or part for cost. Write quick. L. R. LINDLY, Anderson, Ind.

#### MAIL ORDER.

**M**AIL-ORDER papers, furnished printed complete, at low prices. **TRIBUNE PRINTING CO.**, Room 4, Tribune Bldg., Louisville, Ky.

**M**-O. MEN AND AGENTS—We have the article that will yield you \$15 on an investment of 15 cents. Everybody wants it. Sample sent for 10 one-cent stamps. Address **JOHN P. MASON & CO.**, Hancock, Md.

**L**ETTERS wanted that have been received in reply to advertisements. Highest price paid for letters "as they are." I guarantee the truth of all publications. None wanted. Sample prior to October, 1899. No lot too large for us. **SAWYER PUB. CO.**, Waterville, Maine.

#### NEWSPAPER BARGAINS.

**\$1,000 BUYS** quite a weekly and job business in Ohio. \$700 or more cash. I seldom have such an opportunity.

\$1,900 buys a good weekly proposition in Oregon. \$900 or more down.

\$2,800 buys a good Republican weekly in Ohio.

\$8,000 buys a splendid daily in Connecticut. A money making field. \$5,000 cash required.

\$7,800 buys the controlling interest in a great Massachusetts proposition. Monthly 14,000, weekly 2,400 circulation. About \$4,000 cash required.

\$4,000 buys a reliable weekly in New York State for \$1,000 down, \$3,000 cash required.

\$1,000 in the hands of a reliable newspaper man opens up a grand opportunity in New York State. Those who have reliable properties for sale, and would-be buyers of same, all connect with

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

#### ADVERTISEMENT CONSTRUCTORS.

**W**M. WOODHOUSE, JR., Trenton, N. J., writes, illustrates, prints advertising.

**R**ETAILERS, add a mail order department. **GEO. R. CRAW**, Box 562, Cincinnati, O.

**J**ED SCARBORO, writer of forceful advertising. Request estimates. 20 Morton St., Brooklyn.

**M**ELVILLE E. TRUX, Hartford, Conn., writer, illustrator, printer. Fine booklets specialty.

**A**N original advertisement for any business for \$1. Cash with order. **FRANK B. WILSON**, Kenton, O.

**A** hook to eye; your facts, my expression. I prepare ads, booklets, etc. Rates reasonable, references right. **J. W. SCHWARTZ**, Room 905, 5 Beekman St., New York.

**J**INGLES—Advertising jingles for all trades that is my specialty. They are the pithy pointed, practical kind, and are profitable at the price. **"JACK THE JINGLER"**, 10 Spruce St., N.Y.

**L**AUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. **SNYDER & JOHNSON**, Advertising Writers and Agents, Woman's Temple, Chicago.

**I**HAD added a Department for Retailers to my business. This department is under my personal supervision and is equipped to help retailers in all lines with everything that comes under the head of good advertising. Those merchants who are on the lookout for new ideas in booklets, folders, mailing cards, color designs, cuts, specially-written advertisements, or prepared, illustrated advertisements, should write this department. My new booklet, "Your Store—Making It Pay," tells of a new ad service which will save the merchant from having to pay anywhere from \$100 to \$500 per year on his advertising. A copy of this booklet can be had for the asking.

**CHARLES AUSTIN RATES**,  
Department For Retailers,  
Vanderbilt Bldg., New York.

*"Printing done so well that the mere appearance of a booklet delays its passage to the waste basket — that is good printing. If that booklet is written well it will prove a profitable investment."* — SAMUEL GRAYDON.



or  
Printing  
of this  
sort  
apply to

# PRINTERS' INK PRESS

No. 10 Spruce Street  
New York

**PRINTERS' INK.**  
A JOURNAL FOR ADVERTISERS.  
Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advy. patrons may, on application, obtain special confidential terms.

For any person who has reason to fear receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

#### ADVERTISING RATES.

Classified advertisements 25 cents a line; size words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.  
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, FEB. 20, 1901.

FEW advertising pictures are illustrations.

THE American Newspaper Directory estimates the circulation of *Harper's Weekly* to exceed 20,000 copies, and some people claim that such an estimate is preposterous—absolutely. A similar opinion is expressed of the Directory estimate of exceeding 17,500 copies for *Leslie's Weekly*.

THE Warren Featherbone Company, of Three Oaks, Mich., issues (monthly) what it calls the *Featherbone Magazinette*. It contains fiction, articles on fashion, jokes, half-tone illustrations and news, and is in fact a magazine in miniature. As a piece of advertising it is well worth studying.

ADVERTISING cannot be weighed by its cost. Paying advertising is cheap at any cost, and advertising that brings no results or inadequate results is the most expensive. Thus if a paper charges a dollar a line it may be a good deal cheaper than another paper that charges fifty cents for a square foot.

*Science Siftings* tells its readers that posters take their name from the fact that in former times the footways in London streets were separated from the carriageway by a line of posts, on which advertisements were displayed. It may be remarked incidentally to-day, instead of taking names from posts they put names on.

FROM the letters which an advertiser receives he may often be able to secure, in regard to his article, points of use or attractiveness which have not occurred to him or his adwriter before. The elaboration of these may make advertisements of lucidity and power.

THE Boston Sunday Post offers \$500 in prizes for signatures to coupons proclaiming that "the Sunday Post is the best Boston Sunday newspaper." Prizes are given for the largest collections of these coupons, no limit to the number of a single person's signatures being stated. It is announced that the object is to increase the circulation of the Sunday Post. It is possible that when all the coupons are in the Sunday Post will begin to tell what a tremendous circulation it had during the previous few months.

A TOBACCONIST of University Place, New York, finds that the presentation of a box of matches with every sale is a valuable advertisement. Each box bears his advertisement, and, as he says, "No man ever knows that he is out of matches until he wants one mighty bad. I have found that he does not forget the dealer who always remembers to give him one. In my case I have found that liberality in quantity is a good advertisement. I put a label on the box in order that the customer may have no trouble in remembering the place."

At a regular meeting of the Publishers' Association of New York City, it was resolved that on and after March 1, 1901, no commission to advertising agents would be paid or allowed on insurance business emanating from any part of the United States. Whether this means that the publishers intend discounting the allowance of the agent's commission to the insurance men who advertise is not specified, but can doubtless be found out by addressing an inquiry to Mr. William C. Bryant, secretary Publishers' Association of New York City, at his office, No. 322 Potter Building.

PRESIDENT C. W. Post's talk to the members of the Association of American Advertisers is "hot stuff."

NEW members of the Association of American Advertisers will pay \$200 for the first year's service if they come in after July 1. That is, after the date named an entrance fee of \$100 will be demanded in addition to the annual dues, which are \$100 also.

AN amusing bill, which makes its penalties for violation from \$50 to \$1,000, has been introduced in the New York legislature. Its character can best be explained by the extracts that follow:

Books, newspapers or serial literature shall not be published in type smaller than eight point, of which the lower case alphabet measures less than fourteen ems. The lines of type shall be separated by at least two point leads. This section shall not apply to print contained in foot notices or indexes or to books or other printed matter intended for reference use only. The State Board of Health shall enforce the provisions of this section, and if, in its judgment, the public health shall not be injured thereby, the board may adopt regulations exempting certain kinds of printed matter from the provisions of this section, and may on petition grant written permission to use smaller or more condensed type.

"SPECIFICATIONS for the Painter" is the title of an original handbook of forty-eight pages distributed by Harrison Bros. & Co., sellers of paints, of Philadelphia, Pa. The proper method of specifying each different class of painting is set forth, under its appropriate heading, and in the briefest form. Copious notes, in small type, have been introduced in explanation of the specifications, or to suggest amendments applicable to special conditions. It is filled with bits of paint wisdom, directions, hints and "don'ts," all of, apparently, a thoroughly practical value to the architect, house-painter and others in the building trade. The typographical feature is excellent. This little book makes interesting and valuable reading. Its use as a piece of advertising matter makes it entirely out of the rut of the ordinary paint announcement.

MR. S. B. SMITH, Room 30, Tribune Building, New York City, now represents the Boston (Mass.) *Globe*.

THE Humphreys Medicine Company, of New York City, issues a pocket edition of its manual, the cover of which represents a dainty and pretty half-tone nurse. It is said that when this little book is put on druggists' counters face up it "goes off" like the proverbial hot cakes, owing to the attractive picture of the handsome maiden.

THE *Saturday Evening Post*, of Philadelphia, has already reached a circulation of 300,000 copies weekly, and it is said a thousand subscriptions a day are being added to the list. Half a million dollars have been expended in machinery to produce this enormous edition expeditiously and economically. Who shall say that the *Saturday Evening Post* is not to lead the van in a strife wherein the weekly shall displace the monthly as the daily of the present seems to have crowded out the old-time weekly.

IT takes the patience of Job and the persistence of Edison to get at the facts behind the statements of the average circulation manager. It is as if, following in the footsteps of a famous statesman of Machiavellian tendencies, both he and the advertising representative "used words to conceal thought." One of the hopeful signs of the times, however, is the prevailing reaction among business men, circulation managers included, to get back to a stable condition of affairs, as opposed to the uncertainties of a business world in which dishonesty and lack of honor have been running riot. This movement, headed by the National Association of Credit Men, is making strongly toward a far better tone in business than has been known in many a year. In large business concerns character is at a premium, and the idea is filtering down to the little fellows, and not least of all extending into the publishing business.—*Alfred J. Davidson, in Fame.*

Ads that deal with the secret how women may make themselves attractive and beautiful are perhaps sure to be widely read.

READING newspapers has become a habit. You look for your morning newspaper as regularly as you look for your breakfast. At the same time there is such a thing as "the Sunday habit." The conventional things you do on six days every week are not conventional on the seventh. On that day, set aside as one of rest, you look for your newspaper, but you do not do so with the sole expectation of finding in it the class of reading which engages your attention on the other six days. In other words, the mind seeks rest on one day every week, and for relaxation desires amusement and instruction as well as the excitement of stirring news. The true function of the Sunday newspaper is to furnish, in addition to all the current news, special features for Sunday reading.—*New York Herald*.

THE furnishing of copy is the source of a continual worry to the average advertiser. Department stores and large merchandising institutions, even in the smaller towns, have a more or less systematic method of handling their advertising, but over 75 per cent of those who use publicity make no regular provision for the preparation of material. Writing an ad is the result of either an erratic inspiration or demand for new copy. The advertiser perhaps brushes up against a live advertising journal and gets a fine and admirable enthusiasm from its pages. He mentally resolves to do good advertising and do it ever afterwards. He starts in on a noble scale and gradually drifts back into his former apathy and laxness. During this period of reformation, which may occur with spasmodic regularity, the advertiser will furnish some really good advertising stories, but when the moving spirit has grown wearied in its flight the same old worry is inevitable.—*Good Advertising*.

DR. ALBRECHT LOEWIT, of 1833 Lexington avenue, New York, is sending out circulars which tell people that he gives treatment and medicine for fifty cents, and for twenty-five cents will vaccinate either at his office or at readers' homes. The patent medicine manufacturers will have a new enemy if the other physicians adopt similar rates.

FROM the six-page advertisement of the Library Bureau (Boston, Mass.) in *Profitable Advertising* for February, the following interesting statements and deductions are extracted:

Many an advertiser who shakes the tree neglects to care for the fruit. The inquiries received from advertising are fruit values; all the juice they contain should be extracted.

If you let these inquiries lie 'round in piles, they will spoil, just as fruit does. If you individualize each inquiry and consider the person as a center of influence, the value of the letter will appear in its due proportion.

There's no system of individualizing like the card system. It is capable of extracting the entire fruit value from every inquiry.

*Mines and Minerals* is the name of a trade paper published at Scranton, Pa., said to be the most widely circulated and most influential mining periodical published. This publication has lately issued a circular, for business bringing purposes, that is a model of what such a circular should be. It is called "Our Argument" and tells in a convincing way exactly those things which an advertiser would like to know. PRINTERS' INK desires to specially recommend this circular to the careful consideration of the *New York Times* and other publications that from time to time issue circulars dealing in generalities and telling nothing. *Mines and Minerals* is the only American mining periodical which tells and guarantees its circulation. In regard to circulation the booklet says: "When you order catalogues or circulars from a job printer, you give an order for a certain number, and if you do not get the number ordered you do not pay the bill. You have the same right to expect guaranteed circulation of your ad in any medium you patronize."

"DOES advertising pay?" appears to be a question that died long before the century that gave it birth.

THE New York Sunday *Sun* for February 10 directs attention to the decline in the prosperity of religious newspapers and periodicals of New England, formerly supported by widespread and earnest interest, and adds:

Like suffering seems to prevail among the professionally religious papers of this country generally. Denominational organs which once were powerful and of great prosperity give every evidence now of sadly declined fortunes; and magazines devoted especially to religious and theological discussion have lost their attraction even for the most serious public. Their place of authority remains to them no longer; and the decline is as marked in the papers addressing "liberal" religious thought as in those which represent orthodox theology.

In a recent issue of the Boston *Transcript* it is stated that:

One by one the denominational quarternies have died, the few that remain in the country at large either being subsidized by great denominations or by educational institutions.

IN the New York *Herald* of Feb. 10 Macy's of New York had the following interesting advertisement in a six and three-quarter inch double space under the heading "No Ad To-day; the Reason":

As these words roll off the pen the sky is gray and the snow is swirling in swift, aggressive, blizzardy style. We front a dilemma. A page ad is in type—an ad telling of extraordinary offerings—one of the largest and most popular collections of special values we've presented during recent days. The cost of printing it will run into hundreds of dollars. Should we print it? Should we not print it? The weather makes us hesitate.

The public is directly and vitally concerned in the judicious and economical administration of this business. If it doesn't stop snowing, the personal discomfort of travel will deter thousands from venturing out. And in case the falling flakes are followed by rain and thaw, the resulting drip and slush will have the same effect.

Forecast of the elements does not justify the expenditure necessary to place our budget of merchandise news before you.

But the goods are here, just the same—a series of matchless bargains. No climatic condition can change that fact. If Monday dawns clear and bright—or if it comes with murk and mud and storm—we have scores and scores of money-saving attractions for all who take our ad "on trust" and visit the Macy stores.

THE advertising in the Sunday papers has changed Monday from a dull business day to one of the best in the week.

PROSPEROUS times are the harvest time for the shrewd advertiser. He increases his space, fills it with the most striking matter and catches quick the surplus money that is afloat both for luxuries and necessities of life.

IT is the province of PRINTERS' INK to excite thought—to induce advertisers to think for themselves. Sometimes expression is given in a contemporary to an idea that may or may not be valuable. The very doubt excites thought and as such does service to the reader. That is why PRINTERS' INK copies a whole lot of stuff from the columns of competitors or imitators. It is more praiseworthy to give credit for a wrong statement than it is to originate and be responsible for it.

It was not so very long ago that there was no collected wisdom of any sort upon advertising. The art was in its primitive, or kindergarten, stage. If the advertiser of the time referred to had something to sell, or some service to offer, he simply sat down and wrote a loose-jointed, lumbering statement to that effect—as there was plenty of room to be had for his verbiage, and a slight sum paid for its insertion. But the progress of events has changed all that. With advertising rates from ten cents to seven dollars per line, and the advertising columns multiplied a hundredfold, brevity is as necessary to the advertiser as it is to the humorist. It is necessary, too, because the whole world has become busier. The reader's eye is called so many ways—and so called by advertisements especially—that your voice, if you wish it to be heard and listened to, must be made seductive and appealing. Remember that you are not the only IT in the puddle, for the crowd of advertising pleaders is now a trained army; and they are not green volunteers—they are regulars.—*Fame*.

MOST advertisers who have failed did not need more publicity, but a better brand of it.

How many adwriters have an adequate knowledge of the public they are attempting to convince?

THERE may be "nothing new under the sun," but there are always new ways of telling the old things.

Good soldiers don't fire away aimlessly—good advertisers don't fire away with ads before the store and the goods are in proper shape for advertising.

THE Indianapolis *Press* is the only daily newspaper in America that has made and published a detailed sworn statement of circulation from its first issue.

A NEW ENGLAND correspondent of PRINTERS' INK makes the following interesting remarks regarding advertising by newspapers:

The New York evening *World* has been billing New England towns extensively with heavy card posters, which are tacked up on temporary signboards and fences, and with small half-sheet posters, that are posted in "any old place." The writer recently saw a hundred or more pasted on a lot of cement barrels, stacked up on a street in process of repair, and on the saw-horses used to block up the side streets. This was done at midnight, when the workmen were gone, and by noon of the following day, when the work was shifted, the posters had disappeared. This was "temporary advertising" with a vengeance. Now take another daily in the same field—the Boston *Globe*. Not a cent is spent in posters. But the Sunday issue is advertised in the Saturday evening issues of the other papers. Three or more full columns are used, and the features for the coming Sunday issue are set forth in terse language, with effective display. Result—the man who takes home the evening paper finds that there's something in the *Globe* for the following Sunday that he wants to read, or if not, his wife does. I am not denying the poster at all. It undoubtedly has its value. Frank A. Munsey, for example, is said to have "posted up" a town very thoroughly when he had an article in the current number of his magazines that was of particular interest to that locality, with a resultant increase in the sale of his magazine throughout that territory. But it's safe to say that Munsey did not use cement barrels, or any other movable property, but used reliable permanent stands in the best of positions.

WHEN the Association of American Advertisers at their annual meeting in New York, January 22, elected as their president Mr. C. W. Post, of Battle Creek, Michigan, they took a long step in the right direction.

PRINTERS' INK would be pleased to receive the name of every man engaged in the advertising business. Those who write should indicate whether they are advertisement writers, advertising agents or whatever else. It would also be interesting to learn from the writers whether they are working "on a salary" or are free lances. If all who should answer do so, the list resulting will be exceedingly valuable, and will probably be published in these columns.

THERE was a clever story of a peculiar trinity—biscuits, advertising and love—published in the *Saturday Evening Post* of Feb. 2. It told of how an impatient manufacturer becoming dissatisfied with the work of his advertising manager, notified that gentleman that his services were no longer required; how that gentleman, loving the manufacturer's daughter, asked for another trial, and how the obstinate old man grudgingly consented to his staying until the end of the week. Then the old man went on a trip to endeavor to sell the biscuits, having no faith in his agents, and in view of the fact that the business was being operated at a great loss. Upon his return he was startled to see all the dead walls of the city plastered with posters containing a statement over the signature of the most famous actress of the day that: "Baker's Biscuits are delicious." On arriving at his office he was again surprised to find immense duplicate and renewed orders for the biscuits. His question of "What has that fool been at now?" discloses the advertising manager's story of the manner of getting the valuable letter, and then follows the happy ending with everybody satisfied and a scenting of orange blossoms and Lohengrin.

MR. GUDE advertises as follows in the February *Advisor*:

The best place to put a sign is on the side wall of the store where the article is sold. James Pyle & Sons had their little talk about "Pearline" with the customers of over 20,000 grocery stores every day of the year 1900. They will talk to more of them in 1901. Of course, the contract was placed with the O. J. Gude Co. Mr. Gude was manager of their outdoor advertising department for six years.

IN PRINTERS' INK of Jan. 16, 1901, appeared a statement to the effect that to the Hudson's Bay Store of Winnipeg, Canada, belongs the honor of having been the first mercantile establishment in Canada to have had a two-page advertisement in a Canadian newspaper; the announcement appearing in the Manitoba *Free Press* of Dec. 15, 1900. The Vancouver *Daily Province* of Jan. 28 believes this statement to be incorrect, claiming that the first two-page advertisement in a Canadian newspaper appeared in the *Province* of June 16, 1900, or just six months before the Hudson Bay Company's big ad was published in the *Free Press*. James Rae, the Cordova street boot and shoe merchant, was the man who took up two pages in the *Province* intelling the people what a lot of cheap boots and shoes he had for sale at that time. The *Province* was very proud of the matter, and to refrain from saying what follows would have been harder than for that famous camel to get through the eye of a needle: "The *Province* drew editorial attention to Mr. Rae's advertisement on the day of its appearance, saying: 'The *Province* to-day presents its readers with an oddity in the shape of a two-page advertisement so cast and justified as to make it appear as one large plate covering the entire two pages. As a matter of fact the advertisement is made up of two plates stereotyped in such a way that it is possible to clamp them on the press so closely together that the customary division between the pages is done away with. This is the first time in Canada that an ad of this sort has been attempted on a newspaper printed on a perfecting press.'"

ONLY the best ad cannot be improved.

AN interesting piece of advertising is a pamphlet just issued by J. S. Baché & Co., 66 Exchange Place, New York, entitled "American Industrials, with Special Reference to the Preferred Shares as Investments." It contains descriptions of the organization, financial condition and other salient facts of thirty industrial securities. The object is to show that there are a number of industrial stocks which may be considered safe from the purely investment basis. The specific information considered includes the organization, payment of dividends since consolidation, officers and directors, financial statement, balance sheet, president's report, bond investment account, constituent companies, annual output of the subsidiary companies before consolidation and since, character of product, range of stock quotations, underwriters' profits, preferred stock powers, charter requirements, character of control and investment advantages of the preferred shares. Not the least important feature is the digest of New Jersey laws, where the protection afforded to preferred shareholders under the laws of the State of New Jersey are pointed out. Among the companies treated of are the American Beet Sugar Co., American Bridge Co., American Car & Foundry Co., American Chicle Co., American Cotton Oil Co., American Ice Co., American Sheet Steel Co., American Smelting & Refining Co., American Steel & Wire Co., American Steel Hoop Co., American Sugar Refining Co., American Tin Plate Co., American Tobacco Co., American Woolen Co., Colorado Fuel & Iron Co., Federal Steel Co., General Chemical Co., General Electric Co., International Steam Pump Co., National Biscuit Co., National Lead Co., National Salt Co., National Starch Co., National Steel Co., National Tube Co., Otis Elevator Co., Pressed Steel Car Co., Royal Baking Powder Co., Rubber Goods Manufacturing Co. and the U. S. Leather Co.

ONE Lafayette Young recently addressed the Illinois Press Association. The Chicago *Post* of Jan. 31 says his address was the feature of the convention. He gave the advertising agencies a first-class roast. "Who gets the benefits of these agencies?" he asked. "The advertiser always, and not the newspapers. It is time to conquer this evil which affects us all." Mr. Young suggested that the editors establish an agency of their own on a co-operative basis and put their own men in control. "Have nothing whatever to do with the other agencies," he advised, "but organize a special institution to represent the publishers—one to which admission can be obtained only through application." In time, he thought, this would kill off the other agencies and would bring the advertisers to a point where they would realize that they must cater to the newspapers. How much common sense goes to Mr. Young's make-up may be judged by the following extract from his speech:

I would rather publish a good country weekly and enjoy the privilege of its part in affairs of state and politics than own the Standard Oil Co. I want to engage in a business that does not have the dollar sign for a trademark. The height of my ambition is to have plenty of money with which to build a nineteen-story building. The top floor of this I would fit up as a moral palace, furnished with several rapid-firing guns. Here I would stay, having my meals sent up by a dumb waiter, and never go on the street if I could only be allowed to tell the truth.

The *Post* winds up its interesting account of the doings of this gathering of deadheads as follows: Previous to Mr. Young's address Terry Simmons, editor of the Marseilles *Plaindealer*, read a paper on "An Editor's Memory." No business came before the convention. At noon the convention adjourned. The editors were the guests of Swift & Co. this afternoon. Four large bobsleds drove up to the hotel about noon, to take the scribes, accompanied by their wives, and they were driven over the South Side boulevard system and then to the stockyards. At the restaurant in Swift's plant they were given luncheon, and after

a short rest were led through the entire plant. First they saw the cattle killing and then they watched the men make butterine, oils, lard, etc. After witnessing the famous "hog-sticking act" they went through the coolers.

PAUL BLOCK, the persistently polite and politely persistent little Hebrew who was so long with A. Frank Richardson, now has an office at 311 Vanderbilt Building, New York City, and acts as special representative for the Rochester *Democrat-Chronicle*, the Philadelphia *Times*, the Milwaukee *News* and the Topeka *State Journal*. This is a pretty good list to begin with.

A book that seems well adapted to create a desire in the heart of every reader to become either farmer or florist is sent out by W. Atlee Burpee & Co., of Philadelphia, Pa. It is the quarter century edition of their "Farm Annual." Copies are mailed to editors in the hope that they may give them a brief review. It is stated that every notice will be filed for competition in a prize contest, to be decided May 1. The prizes range in value from one hundred and fifty dollars down to two dollars each. As an evidence of its immediate appreciation, the firm sends an assortment of flower and vegetable seeds to editors making favorable mention of the book. The annual is a new book of 220 pages, and is probably one of the largest and most complete catalogues issued. The publishers claim that every description has been rewritten from recent notes, thus insuring a fair presentation of the truth. The book is profusely illustrated and some of the colored illustrations of fruit and vegetables are realistic enough to make one's mouth water. With the book is sent a number of separate inserts, including return envelopes, order sheets and a package of flower seeds. It is mailed postpaid to any address for ten cents. With the catalogue is "also sent a fifteen-cent package of flower seeds, so that the catalogue really costs nothing."

*Profitable Advertising* of February contains an article on "The Art of Display in India," reproducing specimens which indicate that while the said art is yet in its long clothes in that country it is rapidly making progress toward being able to exhibit better things.

THE Northwestern Mutual Life Insurance Company, of Milwaukee, Wis., issues a full-sized specimen copy of one of its style of policies whereby Mr. John Doe is insured for a given sum. The specimen copy sets forth on its type pages all the other benefits, privileges and opinions that may be obtained. A booklet entitled "Policy Histories" is inclosed, giving fac-simile account sheets of actual policies and their surplus accounts. Had the booklet been gotten up in a somewhat larger size its value would have been decidedly enhanced, as at present the matter needs a magnifying glass to make it pleasant reading.

#### THE NEW YORK SUN.

Typographical Union No. 6, New York, Feb. 8, 1901.—To advertisers, advertising agents and others whom it may concern: This is formal notification to you that the long-continued dispute between Typographical Union No. 6 and the New York *Sun* opposition is withdrawn by the Union. We think it only just that this message of peace and reconciliation should be sent to you with the same directness and seeking the same publicity that marked our hostile moves. If any announcement more fully showing our attitude is desired it will be freely made. James P. Rahal, president.

Typographical Union No. 6 is to be congratulated upon the ending of one marked exhibition of its foolishness.

If a printers' union ever made a blunder it was done when the relations between employer and employee were interfered with in the composing room of the New York *Sun*.

If there was ever a snug, well paid berth for a printer in this world it was in the composing room of the New York *Sun*.

If there was ever a newspaper that was liberal and generous with its employees it was and is the New York *Sun*.

#### AUDITING CIRCULATIONS.

A recent issue of *Profitable Advertising* contains interesting comments on the work of the Association of American Advertisers as follows:

The Association of American Advertisers has been auditing the circulations of those publications that are willing to allow such a proceeding, and the work gives promise of being very successful.

The results of these audits are confidential to the members of the association, not even being made known to the publishers of the publications concerned.

With the idea of learning the spirit in which the publishers met the proposition when it was put into working order, *Profitable Advertising* asked the favor of a few words from several of the audited publishers.

Among the responses were the following interesting letters:

THE POST EXPRESS PRINTING COMPANY,  
ROCHESTER, N. Y., Dec. 4, 1900.

*Editor Profitable Advertising:*

We would say that we were highly pleased with the manner in which the auditor of this association proceeded with his work, and we have no hesitancy in saying that he is the right man in the right place. We are glad, too, that the association is going ahead and taking advantage of the opportunities offered by various papers. We presume that a great many who said last February they were willing to be investigated did not expect the association to go any further.

The work of this association is a step in the right direction, and advertisers generally should become members and help the good work along. It is a fact that the general advertiser, and for that matter the local advertiser, will not believe circulation statements of newspaper men excepting in the case of a few publications which have always stood ready to prove their circulation. The work of the Association of American Advertisers not only puts papers which have been telling the truth on a better standing with the advertising public, but it goes further, and exposes the unprincipled competitor who has been getting business he did not deserve.

THE POST EXPRESS PRINTING COMPANY,  
Per B. R. Hatmaker,  
*Advertising Department.*

PITTSBURGH CHRONICLE TELEGRAPH,  
PITTSBURGH, Pa., Dec. 5, 1900.

*Editor Profitable Advertising:*

The auditor advised us that he would not furnish us with a report of his investigation; that it was purely a matter for the members of their association.

We furnished him with all our circulation books, mailing lists, and gave him every assistance that was possible to do so, and we do not care particularly whether they make the result public or not.

HARRY C. MILHOLLAND,  
*Manager of Advertising.*

BUFFALO EVENING NEWS,  
BUFFALO, N. Y., Dec. 5, 1900.

*Editor Profitable Advertising:*

We have never been advised of the

result of the investigation by the American Advertisers. Their representative was here and had the freedom of this place in every particular. We would be pleased to have any individual advertiser, whether a member of this organization or not, enjoy the same privilege at any time. The books of the Buffalo *Evening News* are open for the personal inspection of the other publishers of this city if they see fit to take advantage of it.

J. A. BUTLER.

BUFFALO COURIER.

BUFFALO, N. Y., Dec. 4, 1900.

*Editor Profitable Advertising:*

I beg to say that it is quite true that the auditor of the Association of American Advertisers recently audited the circulation of the Buffalo *Courier* and the Buffalo *Enquirer*, but as I understand from him, the report is entirely for the members of his association, and is not even furnished to the newspaper investigated. I might add, however, that we were very pleased to have this gentleman go into the matter as thoroughly as he did, and every facility was given him in this office to aid him in his work.

THOS. M. CLARK,  
*Business Manager.*

It has been repeatedly asserted that not yet has the auditor of the A. A. A. found the circulation of a paper quite so large as its publisher asserted; and in one instance (one of the four quoted) he found occasion to cut the publisher's claim forty per cent.

♦♦♦

DARE TO BE HONEST.

A writer in *Fame* dealing with the question of giving honest circulation statements to advertisers says:

It is an unaccountable exhibition of moral obliquity when an otherwise upright business man will insist that the circulation of the publication under his management is some twenty-five to fifty per cent larger than it actually is. This perversity is especially hard to understand when he could get the advertising contracts he is after just as well if he were to state the exact truth.

It is, in fact, so much easier to do business on an absolutely straight basis, that it is a wonder that more publishers do not try it.

The experience of one concern in the line of circulation statements is worth relating. The temptation had so long been yielded to to exaggerate the circulation that it was simply a moral impossibility for the circulation manager to make a statement to a prospective advertiser without unconsciously resorting to at least twenty-five per cent hyperbole.

Finally, with a change in management, the determination was reached to give only exact statements and push the business on that basis regardless of consequences. The twenty thousand drop at the start off was the icy water before

the first plunge of the season; but the advertising manager and traveling representatives were instructed, and the plunge was made.

The results were satisfactory. The moral reaction was no less stimulating than the physical glow after a cold plunge. The fact of getting on a solid basis gave new tone to the business. It made stronger men of all hands. Business men are quick to detect trickery, or the reverse, and it is safe to say that the increase of advertising patronage that followed the decisive step was due, in some measure at least, to the higher moral plane on which all were free to act. The change paid. It marked the beginning of a solid upward trend in patronage that has shown no sign of diminishing.

Business men generally, and especially those engaged in publishing, are prone to over-estimate the difficulties that seem to threaten the conduct of business absolutely on the square. Any such publisher should straighten up, and he will be surprised at the invigorating atmosphere the man breathes who does business on a high plane, the better standing it will give him, and the increase in moral weight he will gain.

PRINTERS' INK once had to face the disagreeable necessity of admitting a shrinking of circulation from 55,000 to 14,000 without any corresponding reduction in its charges for advertising space. Its free and frank admission of the truth convinced everybody that it really did have the 14,000 circulation it claimed, and of its advertising patrons it scarcely lost a single one.

♦♦♦

ALFRED EDWARD ALTON, of Troy, N. Y., has been awarded the \$500 in gold, offered about a year ago by A. E. Little & Co., of Lynn, Mass., manufacturers of the Sorosis shoe, as a prize for the best story in which the Sorosis shoe figured. "The Metamorphosis of 'Runt,'" which Mr. Alton named his story, dealt with the football game of 1899 between Yale and Princeton at Princeton. Mr. Alton witnessed the game and was much impressed when the sons of old Eli were defeated in the last minute of play by the wearers of orange and black, through Poe's memorable kick from the field. The story contained 7,000 words and attributed the success of Princeton to the fact that Poe wore a Sorosis shoe. The successful young writer is twenty-eight years old.

## CIRCULATION AND OTHER PUZZLES.

Some questions that tend to make the editor of the American Newspaper Directory prematurely gray.

### SOME LIBERAL CIRCULATION ESTIMATES.

Remington Brothers, New York advertising agents, issue a list of daily papers for which they invite advertisement orders, and against the name of each paper they tell its circulation in plain figures, as follows:

Davenport, Iowa, Democrat.....	6300
Leavenworth, Kan., Standard.....	3384
Camden, N. J., Courier.....	5300
Trenton, N. J., Gazette.....	4000
Troy, N. Y., Standard.....	7500
Wilmington, N. C., Messenger.....	2650
Star.....	1900
Halifax, N. S., Chronicle.....	3250
Echo.....	3600

Commenting on the circulations credited to the papers above enumerated, the editor of the American Newspaper Directory says he will give a free copy of the March issue of his five-dollar book to any one who will prove to him that any of the papers named really does put out an average issue of so much as 1,000 copies.

Montgomery, Ala., Journal.....	3440
San Jose, Cal., Herald.....	9396
Mercury.....	10250
New Haven, Conn., Leader.....	5200
Palladium.....	6000
Wilmington, Del., Journal.....	4800
Augusta, Ga., Chronicle.....	4000
Savannah, Ga., News.....	4800
Fort Wayne, Ind., Journal Gazette.....	2800
Fort Wayne, Ind., News.....	3500
Davenport, Iowa, Democrat.....	6100
Dubuque, Iowa, Times.....	7500
Atchison, Kan., Globe.....	3800
Helena, Mont., Herald.....	4380
Independent.....	6298
Lincoln, Neb., News Call.....	4854
Camden, N. J., Review.....	3750
Reading, Pa., Telegram.....	5300
Charleston, S. C., Post.....	3200
Sioux Falls, S. D., Press.....	2850
Austin, Tex., Statesman.....	4240
Fort Worth, Tex., Mail-Telegram.....	4560
Houston, Tex., Press.....	5100
San Antonio, Tex., Light.....	4208
Rutland, Vt., Herald.....	3200
Norfolk, Va., Landmark.....	4700
Winnipeg, Man., Tribune.....	4750
Halifax, N. S., Recorder.....	4000
Hamilton, Ont., Herald.....	3500
Quebec, P. Q., Chronicle.....	3800
Mercury.....	3000

Commenting on the circulations

credited to the papers above enumerated, the editor of the American Newspaper Directory says he will give a free copy of the March issue of his five-dollar book to any one who will prove to him that any of the papers named really does put out an average issue of so much as 2,250 copies.

Mobile, Ala., Register.....	4600
Little Rock, Ark., Gazette.....	5100
Macon, Ga., Telegraph.....	6500
Peoria, Ill., Herald-Transcript.....	6122
Journal.....	8250
Evansville, Ind., Courier.....	7400
Burlington, Iowa, Gazette.....	4230
Davenport, Iowa, Leader.....	4800
Dubuque, Iowa, Telegraph.....	5742
Times.....	5107
Saginaw, Mich., Courier-Herald.....	5925
Duluth, Minn., News-Tribune.....	8000
Butte City, Mont., Inter-Mountain Miner.....	4541
Miner.....	6977
Lincoln, Neb., Journal.....	25000
Manchester, N. H., Mirror & American.....	7997
Troy, N. Y., Press.....	11000
Record.....	7500
Utica, N. Y., Herald Dispatch.....	7986
Providence, R. I., News.....	12400
Charleston, S. C., News-Courier.....	8000
Memphis, Tenn., Scimitar.....	9000
Galveston, Tex., News.....	15000
Tacoma, Wash., News.....	6936
Wheeling, W. Va., Intelligencer.....	5200
Register.....	8100
Hamilton, Ont., Times.....	5700

Commenting on the circulations credited to the papers above enumerated, the editor of the American Newspaper Directory says he will give a free copy of the March issue of his five-dollar book to any one who will prove to him that any of the papers named really does put out an average issue of so much as 4,000 copies.

Los Angeles, Cal., Herald.....	8700
Record.....	10121
Indianapolis, Ind., Sun.....	12000
Burlington, Iowa, Hawkeye.....	6100
Des Moines, Iowa, Register.....	7588
New Orleans, La., Picayune.....	20000
Times-Democrat.....	22500
Boston, Mass., Advertiser.....	25367
Worcester, Mass., Spy.....	8400
Albany, N. Y., Argus.....	10000
Press Knickerbocker Express.....	17800
Brooklyn, N. Y., Standard-Union.....	15000
Utica, N. Y., Observer.....	7520
Philadelphia, Pa., News.....	21090

Scranton, Pa., Tribune.....	10,200
Truth .....	1,4489

Commenting on the circulations credited to the papers above enumerated, the editor of the American Newspaper Directory says he will give a free copy of the March issue of his five-dollar book to any one who will prove to him that any of the papers named really does put out an average issue of so much as 7,500 copies.

Denver, Col., Times.....	24,000
Albany, N. Y., Press.....	21,500
Brooklyn, N. Y., Citizen.....	22,952
Times .....	22,810
Troy, N. Y., Times.....	15,000
Providence, R. I., Telegram.....	26,500

Commenting on the circulations credited to the papers above enumerated, the editor of the American Newspaper Directory says he will give a free copy of the March issue of his five-dollar book to any one who will prove to him that any of the papers named really does put out an average issue of so much as 12,500 copies.

New York, N. Y., Commercial Ad- vertiser .....	25,000
Mail and Express.....	34,000
Cincinnati, Ohio, Commercial Trib- une .....	45,000
Philadelphia, Pa., Call.....	54,000

Commenting on the circulations credited to the papers above enumerated, the editor of the American Newspaper Directory says he will give a free copy of the March issue of his five-dollar book to any one who will prove to him that any of the papers named really does put out an average issue of so much as 17,500 copies.

New York, N. Y., Times.....	79,000
Tribune .....	72,000
News .....	178,560
Cincinnati, Ohio, Enquirer.....	78,000
Cleveland, Ohio, Leader & News- Herald .....	54,600
Philadelphia, Pa., Press.....	64,000
Public Ledger .....	70,000
Pittsburg, Pa., Dispatch.....	44,736
Item .....	188,000

Commenting on the circulations credited to the papers above enumerated, the editor of the American Newspaper Directory says he will give a free copy of the March issue of his five-dollar book to any one who will prove to him that any of the papers named really does put out an average issue of so much as 40,000 copies.

San Francisco, Cal., Report.....	24,500
New Haven, Conn., News.....	6,500

Chicago, Ill., Dispatch.....	60,000
Evansville, Ind., Tribune.....	7,100
Columbia, S. C., Register.....	2,700
Houston, Tex., Herald.....	9,775
Richmond, Va., State.....	5,000

The Directory editor says he will give a free copy of his book for each and every one of the papers named in any one of the lists that can be shown to have the issue he specifies. He would also be interested in seeing a late copy of any one of the half a dozen papers named in the last list printed above. He had an impression that they were dead. Here is a chance for somebody to get a whole library of books worth five dollars a volume. There is a good sale for them among advertising agencies. The Remingtons ought to have a copy.

### IN OSHKOSH.

Office of  
"THE DAILY NORTHWESTERN."  
OSHKOSH, Feb. 5, 1901.

Editor of PRINTERS' INK:

You copy from the letter head of the Oshkosh *Times* an outrageous falsehood and state clearly and explicitly that it is the statement of the *Times*. Then the *Times* copies the statement and credits it to PRINTERS' INK as if PRINTERS' INK had made the statement editorially. The *Times* parades it on each side of its title on the first page, as you will see by the copy inclosed. Can the power of audacity and mendacity go further?

It may interest you to know that the actual paid circulation of the *Times* in this city is less than 1,000, and its total paid circulation, as we are informed, is less than 2,500. See Rowell's Newspaper Directory for rating, which is considered correct by those who know.

Very truly yours,

THE HICKS PRINTING COMPANY.

The report of the *Times* in the American Newspaper Directory is as follows:

**TIMES:** every morning except Monday, and **WEEKLY**, Saturdays; independent democratic; daily four pages 18x24, Sunday and weekly eight pages 15x22; subscription \$5, Sunday \$2, weekly \$1; established-daily and Sunday 1883, weekly 1885; Times Publishing Company, editors and publishers. **Circulation—Daily:** In 1897, "3,737." Actual average for 1898, 3,737. In 1899, G, In 1900, yH.

The above report shows that the *Times* had a circulation of 3,737 in 1898, but made no report for 1899 or 1900, and was recorded by the Directory an issue of exceeding 2,250 for the last year. The paragraph to which the Northwestern publishers take exception reads as follows:

Oshkosh (Wis.) *Times* (1).—It's a

rich country that is covered by the Oshkosh *Times*, 7,500 papers sent to actual subscribers in Northern Wisconsin and Michigan.—*PRINTERS' INK*, Jan. 30, 1901.

It appears in *PRINTERS' INK* under the heading:

WHAT SOME PUBLISHERS ASSERT.  
"I said in my haste all men are liars."

—*Psalm cxvi., 11.*

Under this heading it is explained:

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objection to comparisons. What the publisher sends is published as coming from him. It is his privilege to praise his paper all he likes, for what is wanted is what can be said in its favor. What he does say, however, ought to be true—absolutely.

A foot note always printed in connection with this department gives the origin of every paragraph, as follows:

#### EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

Note the figure (1) which follows the name of the Oshkosh (Wis.) *Times* (1), going to show that the paragraph had its origin in the office of the paper.

Note also the subhead of the department which quotes from King David: "I said in my haste all men are liars." Probably the Israelitish psalm singer did have the Oshkosh *Times* sized up pretty accurately—notwithstanding his haste.

#### PRESUMING UPON IGNORANCE.

It never pays to presume on either the ignorance or the unappreciativeness of the reader. The boy on the farm, the clerk—boy or girl—in the city store, the country merchant or the city man or woman of means can be appealed to all alike in the same sort of way, if that way be the right way. The theater is a good example of this. The people who pay ten cents to stand in the upper gallery are pleased with the same performance which is also applauded by the merchant, the manufacturer, the banker, who sit in the front rows of the orchestra at two dollars a seat.—*Advertising Experience.*

## THE BALTIMORE NEWS.

THEM PASSES ENTELLIGENT

Mr. Geo. P. Rowell  
TO ADMISSION TO THE COLUMNS OF THE BALTIMORE  
NEWS AT ANY TIME. HE IS  
ANSWERED ALL QUERIES AND GIVES  
IN REGARD TO CIRCULATION.

Frank Murphy  
Editor, *de Gruy, Minn.*

Frank Murphy  
Editor, *de Gruy, Minn.*

THE Baltimore *News* on Jan. 2 sent to advertisers and advertising agents a perpetual pass to the pressroom of the *News*. The *News* says that hereafter it will be its custom to issue passes annually in order to remind its friends of its desire that they should avail themselves of the invitation to visit the establishment.

#### MAIL AUCTIONS.

Why should not mail auctions become popular? Merchants who cannot spare the time or come a distance to attend an auction would have an opportunity of making a bid for the job lots or bankruptcy stock by mail with as much security as if they were personally present. Such auctions could be advertised in trade papers and metropolitan dailies to reach merchants who naturally would be interested in the class of goods to be auctioned off. The skilled adwriter could glowingly describe the goods, and where an accurate description by photographs is possible they could be sent to prospective bidders to induce them to make a good bid. A date would be assigned on which all bids should be in, after which they are to be opened, and the goods knocked down to the highest bidder among the lot.—*Mail Order Journal*.

#### THE HIGHEST POSITION.

Willie Sonnet—In what magazine would you advise me to publish poems to give them the highest position?

Editor—The powder magazine.—*New Orleans (La.) Democrat.*

**THE ROGERS, PEET & CO.  
LESSON.**

Probably the best read advertising in New York City is that of Rogers, Peet & Co., in which there is never a single line of display type. There is an outline cut at the head of the ad, and the talk begins without headlines of any kind and runs straight through to the end of the advertisement in pica, with the exception of the name and the different store addresses, which are set in nonpareil or agate. The old style job printer and the old style ad compositor can hardly be made to believe that the advertiser's name should not be the biggest thing in the ad. The name and address, in almost every case, may better be the smallest thing instead of the largest.

**A CAUSE.**

What makes advertising cost some people so much is saying nothing in considerable space.—*Whit's Sayings.*

**ARRANGED BY STATES.**

*Advertisements under this head 50 cents a line each time. By the year \$6 a line. No display other than 2-line initial letter. Must be handed in one week in advance.*

**ALABAMA.**

**THE EAGLE**, semi-monthly, 4 pages. Send for rates. A. R. DAVISON, publ., Kempsville, Ala.

**THE LAMAR DEMOCRAT** has the largest circulation of any weekly paper in Lamar County. Official organ of the Democratic party and of itself. To reach people in this section advertise in **DEMOCRAT**. **LAMAR DEMOCRAT**, Vernon, Ala.

**THE LIMESTONE DEMOCRAT**, Athens, Ala.; an eight-page weekly in its tenth year; has a circulation of 1,000 copies daily in Madison County; read by prosperous farmers and workers in saw and planing mills and cotton gins. Newsy and popular. Advertisers get results from using its columns.

Rates and sample copies gratis.

**THE LIMESTONE DEMOCRAT**,  
Athens, Ala.

**GEORGIA.**

**SOUTHERN FARMER**, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

**ILLINOIS.**

**THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY**, DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

**CONKEY'S HOME JOURNAL**, excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own plants—farms—businesses—the sign of a refined and willing-to-do-home—and are naturally mail-order buyers. 150,000 at 60 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

**IOWA.**

**THE MORNING REPUBLICAN**, Ft. Madison, Ia. Only morning paper published there; est. 1882.

**KENTUCKY.**

**THE CHRONICLE**, Princeton, Ky.

**THE CHRONICLE**, Princeton, Ky., is rated 1,800 weekly in plain figures.

**T**he Princeton (Ky.) CHRONICLE circulates 1,800 copies weekly in the tobacco belt.

**MAINE.**

**I**f you want to reach Eastern Maine your ad must be in the Rockland COURIER-GAZETTE. See our New York agent, S. S. VREELAND, 150 Nassau St., who will tell you our story honestly and make you lowest rates.

**MICHIGAN.**

**THE ECHO**, Harrisville, covers Northeastern Michigan.

**F.** A. STUART, of Marshall, Mich., says: "In six years I worked up a business from nothing to nearly a million a year, using daily papers exclusively. Weeklies are too slow for me." In Rockland, Me., the STAR is the only paper.

**MISSISSIPPI.**

**T**HE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in **THE HERALD**, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

**NEW YORK.**

**T**HE GAEL—the leading American-Irish magazine—a handsomely illustrated monthly magazine devoted to the Literature, Language, Music, Art, Industries, Antiquities, etc., of Ireland. It is the only distinctively Irish literary magazine catering to the millions of refined and cultured Irish Americans in the United States and Canada. Being the only non-sectarian and non-political Irish magazine published in this country, it is taken and read by members of all parties and of all denominations.

Published monthly at 150 Nassau St., New York. Subscription price \$1.00 per year. Advertising rates on application.

**CANADA.**

**CANADIAN ADVERTISING** is best done by **THE C. E. DESBARATS ADVERTISING AGENCY**, Montreal.

**CLASS PAPERS.**

**ADVERTISING.**

**PRINTERS' INK** is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

**PRINTERS' INK** is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Published monthly from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

**Displayed Advertisements.**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**ADVICE** on adv. mail order, \$10. Trials ads. any line, \$1. G. M. WATHAN, R. 80, Brownell, Lincoln, Nebraska.

**British Advertising**

is carried through in an intelligent and effective manner by

**GORDON & GOTCH**

St. Bride St., London, Eng. Estb. 1853.

If you wish to reach orange and lemon growers, vineyardists or fruit dealers, advertise in

### THE RECORD

published at Ontario, California, in the center of the citrus fruit belt. Write for rate card and sample copy. RECORD PUB. CO., Ontario, Cal.

**"IN A NUTSHELL."** — *The Handy Parliamentary Procedure.* Contains, in a condensed form, all the rules governing proceedings in Congress and other large bodies. An absolute necessity to facilitate the business of clubs, societies and similar organizations and make their work effective. If a person is not a master of these rules he may carry this little book in his vest pocket and be able to settle a disputed question in the fraction of a second. Price 10c. by mail. FRED W. STEARNS, Pub., 319 Third St., Milwaukee, Wis.

### The Des Moines, Iowa, Democrat

is the only newspaper in a county of 155,000 inhabitants which is in full sympathy with the Kansas City platform. It is edited with ability and is read by thousands of people who will take no paper not in accord with their political views, and by many hundreds of people who do not take the duties by reason of insufficient mail facilities. THE DEMOCRAT contains more inches of advertising than any weekly paper in the State. It is a 7-column, 8-page paper, well printed and issued every Friday. H. M. BELVEL, Editor and Proprietor.

## THE TIMES

Morganhill, Cal.

A four-page weekly circulating in one of the best fruit and grain sections of the State. If you want to reach people who are anxious to buy anything that appeals to prosperous families, the Times will take your announcement right into their houses. Advertising rates and sample copies sent on request.

THE TIMES, Morganhill, Cal.

### THE MESSENGER

H. E. FAUBION, Proprietor

Has the best circulation of any paper ever published in the town. Special attention given to foreign advertising. Rates:

Single column, per inch, per month, 50 cents.

Double " " " " \$1.00.

Address

THE MESSENGER  
Marble Falls, Texas

### FORTUNES FOR PEOPLE.

If you wish to start in business, trade or profession along the lines of the Great Northern Ry., which runs through the States of Minnesota, Montana, Washington and British Columbia, or along the line of the Union Pacific, running through the States of Kansas, Colorado, Nebraska, Utah, or along the line of the Chicago & Northwestern, running through the States of Illinois, Wisconsin, Minnesota, Iowa, Michigan, Nebraska, Kansas and Wyoming, address for full particulars regarding the opening and population to LOUIS HALLE, editor "American Adviser," 57 Washington St., Chicago, Ill., who will furnish you all information free of charge.

### THE ADEPT.

DEVOTED to pure science and right reason, based upon the sovereignty of the laws of Nature and Nature's God; in opposition to all religions which have been founded on the doctrine of the sovereignty of man and supernaturalism due to the manipulation of the science of Monism as truth for authority, and to battle against the falsehoods which are taught by the teachers of all religious sects.

Monism is rock seated. It defies all the arguments which can be hurled against it. The ADEPT fears no critic. It dares to dogmatize.

A monthly magazine, edited and published by FREDERICK WHITE, 417 Fifth St. So., Minneapolis, Minn.

60 cents a year. Sample copies sent on request.

### The Chebanse Journal

reaches an average of seven hundred well-to-do farmers every week. Rates 5c. per inch, each insertion; \$50 per year per column. The section and the medium both appeal to the advertiser. G. O. ERICKSON, publisher, Chebanse, Ill.

### The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

### The Best Weekly in Texas

E. P. WILMOT, Pres.

H. P. HILLIARD, Cashier.

### The Austin National Bank

Capital \$150,000.00.

(U. S. Government Depository.)

Austin, Texas, Dec. 28, 1900.  
THE ELGIN COURIER,

Elgin, Texas.

DEAR SIRS—Please send us bill covering our account up to Dec. 31, 1900.

We thank you very much for your kindness to us in the past and should we decide later on to extend our advertising again, we will certainly remember THE COURIER. I believe it is the best weekly paper in the State.

Very truly yours,

H. P. HILLIARD, Cashier.

## Phillips & Co.,

1133 Broadway, New York.

### ADVERTISERS ALL OVER THE WORLD.

Among others we represent:

Mariani & Co., Vin Mariani; J. N. Jaros & Co., Russian Teas; Prince Brancaccio, Royal Table Oil; Lengert Wagon Co., Bloomer Safety Three Wheeler; Curo Chemical Co., Kuro Remedies; Medicura Soap Co., Medicura Soap; Frank Teller & Co., Royal Blue Cigars

We also have other large accounts under way. We are prepared to handle more. It is to your interest to have our service, if you are a beginner or old-timer. We charge a fair compensation and do good, effective work.

### THE ADVISOR,

published by us, is the leading advertising trade magazine in the world. Subscription price \$x per annum, and choice of valuable premiums. Send for sample copy—mailed free upon request.

The ADVISOR is an example of our work.

PHILLIPS & CO.,

1133 Broadway, New York.

## El Regidor

Circulates over 1,500 copies per week. A popular and prosperous Spanish weekly. Widely read by a class of people who are influenced by advantageous offers made by advertisers. A splendid medium. Sample copies and advertising rates sent on request.

**PABLO CRUZ, Publisher,  
SAN ANTONIO, TEXAS.**

## THE ALEXANDRIA COUNTY JOURNAL

Established in 1897. \$1 per year in advance.

**Overlook, Alexandria Co., Va.**

A weekly newspaper that circulates freely in Washington, D. C., Virginia and elsewhere. *Practical Advertising* says "that it is a Puller."

**THE FARM POULTRY.**

**THE EGG  
AND  
POULTRY  
SEASON**

is rapidly approaching.  
The season when people  
buy.....

**Poultry for breeding,  
Eggs for hatching,  
And Poultry Supplies  
For all purposes.**

**Farm-Poultry**

through its advertising columns will open a market for all those who have these articles for sale. Has a good circulation among good people who are good buyers. Sample and rates free.

**I. S. JOHNSON & CO.**  
24 Custom House St., BOSTON.

## THE Animal World

### A Result Bringer

**Because** its readers pay \$1.00 a year for it, and preserve each issue.  
**Because** it is read by the whole family—men, women and children.  
**Because** its subscribers are obtained through advertising, and are, therefore, people who read advertisements, and buy by mail.  
**Because** it reaches people in rural districts and small towns.

**Circulation 50,000  
MONTHLY**

Equal to the combined circulation of all other pet stock journals. Rate, 20 cents per agate line. Specimen copies on application.

**The Animal World**  
248 West 23d Street,  
New York City.

## Evansville Morning Journal

Established 1852.

Leading Republican daily in Southern Indiana.

**EVANSVILLE JOURNAL CO., Evansville, Indiana.**

# Youngstown, Ohio, Vindicator

DAILY:  
**10,000**

SUNDAY:  
**10,000**

WEEKLY:  
**9,600**

LEADING DAILY IN NORTHEASTERN OHIO.

*For Rates Address*

**LaCOSTE and MAXWELL, 38 Park Row, N. Y.**  
SPECIAL NEWSPAPER REPRESENTATIVES.

DAILY AND WEEKLY.



HARRISBURG,  
PENNA.

ONLY MORNING PAPER  
IN HARRISBURG.

## DU PONT POWDER CO.

The "Sporting Life,"  
Philadelphia, Pa.

Wilmington, Del.

Dear Sirs—Your letter of the 12th inst. is received asking our opinion of your paper, from an advertiser's point of view, and in reply we take pleasure in saying that we think "Sporting Life" is one of the best mediums for advertising in the lines to which your paper is devoted, and is read with interest on account of the fair and careful way in which you treat your subjects.

Wishing you the best of success, we remain, yours very truly,  
(Signed) E. I. DU PONT DE NEMOURS & CO.

# The Daily Reporter

Indianapolis, Ind.

is read by bankers, manufacturers, wholesale and retail merchants, professional and business men, etc. Has a circulation of 5,000 amongst a class who are able to buy, do buy and will buy.

**THE REPORTER PUB. CO., Publishers,**  
77 Old Journal Building, Indianapolis, Ind.

## THE SPRING ADVERTISER



*Ask leading agencies about "Garden and Farm."*  
THE AMERICAN FARMER COMPANY, CHICAGO, ILL.

desiring to introduce his goods to the farmer, the poultryman, the horticulturist, those interested in floriculture, bee-raising or rural interests of any kind should use GARDEN AND FARM. Do you want testimonials from subscribers and advertisers that will convince you of the value as an advertising medium of this, the only paper conducted in the interest of intensive farming, and with the largest circulation of any Chicago agricultural journal? Yours for the asking. Also affidavit of circulation and original postoffice receipts.

## The Evening Journal

JERSEY CITY, N. J.

There is no paper in New Jersey with a more respectable or better satisfied clientele of advertisers than the Evening Journal. The best houses in New York, Newark and all the establishments in Jersey City continually use its pages, because they find that advertising in the JOURNAL pays.

1899,	1900,
<b>14,486.</b>	<b>15,106.</b>

1897

1900

### SOME RESULTS

During the past three years and a half the present management has endeavored to develop every department of **The Commercial Advertiser** to the highest degree of excellence, and has met with such gratifying success that to-day the paper is recognized as one of the best edited in New York, with a high-class circulation that cannot be duplicated. Knowing these facts, leading advertisers in various lines of business have so largely made use of its columns for their announcements that the year 1900 shows the following percentages of increase over 1897:

Financial Instruction	Increase	69 per cent
Real Estate	Increase	132 per cent
Summer Resorts	Increase	153 per cent
Publishers	Increase	170 per cent
	Increase	186 per cent

### The Commercial Advertiser

29 Park Row, New York.

1897

1900

The Only One and That's  
THE  
**Kansas City Times**

You cannot do without a good medium in the great Southwest.

When placing your advertising for the coming year consider this territory, then consider

**The Best Medium**

THE KANSAS CITY TIMES covers an exclusive field but not a limited one. THE KANSAS CITY TIMES offers no inducement further than the best medium in a large and exclusive territory.

Rates on Application.

**THE KANSAS CITY TIMES**

A. A. LESUEUR, Editor. RAYMOND P. MAY, Business Manager.

**S. C. BECKWITH SPECIAL AGENCY,**

**Sole Agents Foreign Advertising,**

47, 48, 49 & 59 TRIBUNE BLDG., N. Y. 469 THE ROOKERY, CHICAGO.

The net daily average paid circulation of the four newspapers comprising The Scripps-McRae League for the year 1900, after deducting exchanges, free list, etc., etc., was

# The Cincinnati Post

**129,768**

# The Cleveland Press

**93,949**

The St. Louis Chronicle  
**52,225**

The Covington Ky. Post  
**12,828**

No newspaper in Cincinnati, Cleveland, St. Louis or Covington will give the advertiser real, actually paid circulation at as reasonable rates as offered by these papers.

For rates and further information write F. J. Carlisle, Manager Foreign Advertising,  
53 Tribune Bldg., New York, or 116 Hartford Bldg., Chicago.



George Kissam & Co. control the exclusive advertising privileges in over 5,000 regularly operated cars in the principal cities of the U. S., comprising, among others, the following:

New York City, Brooklyn ("L" and Surface), Buffalo, Albany, Troy, Schenectady, Utica, Rochester, Amsterdam, Newburgh, Jamestown, Johnstown, Gloversville, Herkimer, Mohawk, and Ilion, N. Y.; Newark, Trenton, Elizabeth, New Brunswick, N. J.; Pittsburg, Allegheny, and Erie, Pa.; Chicago (North and West Sides), Aurora, Elgin, and Springfield, Ill.; Cincinnati, Columbus, and Hamilton, O.; Minneapolis, St. Paul, Stillwater, and Duluth, Minn., Milwaukee, Madison, and West Superior, Wis.; Denver, Col.; and Hamilton, Can.

The system and service of Geo. Kissam & Co. "is peculiar to itself" and approached by none, because no other concerns run their plants on the same lines. The largest and most successful advertisers in the world are represented in the cars of the above named cities. Many of them have been there for a number of years.

Those who desire Street Car Advertising of the "Kind That Pays" should consult with Geo. Kissam & Co., 253 Broadway, New York City, or through any of their offices most convenient for rates and details.

## Street Car Advertising.

The great fundamental principle of successful street car advertising, as with all other forms of publicity, is to make an advertisement attractive, change it frequently, and not allow it to become old or stale. That is, devise new ways of presenting the same announcement so that it will command favorable notice. Familiarity with one design or card breeds a feeling of indifference toward it.

To catch the eye of the passenger, to rivet his attention on your announcement, to make the forgetful think of your wares—and thus lead to their purchasing; this is the object of advertising. The best way to accomplish this end is through the medium of cleverly designed cards placed in the street cars.

A design that appeals to the public is half the battle won. Such a design should combine the best points of the article, the easiest remembered, or an attractive catch-line. Not always the same design but always retaining the name of the article advertised.

Fifteen years ago there was very little advertising seen in the cars, and it was of a character vastly different from the present. Cars and advertising have both advanced and improved materially since that time.

The car advertising done to-day by the many different firms is bright, snappy and up-to-date and the cards are changed often. The

public has become interested in them and look to them for news, amusement and instruction. The art of producing these attractive effects has been made possible by much thought and study.

An important factor in business success is to keep the name of a firm or its product continually before the public. Spasmodic advertising will not do it. Some merchants are prone to become impatient of results and after a brief advertising experience throw up their hands and quit.

An Indian heard that feathers were nice and soft and conducive to rest and sleep. He took one and laid upon it and not receiving any comfort therefrom became disgusted and decided there was no truth in the theory. Like Indian, like merchant.

Just as a continual dropping of water weas away the hardest stone, so too does constant advertising bring profitable results. Put your card in the cars and keep it there—keep hammering.

What a merchant expects to accomplish by advertising is a greater sale of his goods. So long as the methods employed are honest he will not hesitate to make use of them. The statement of newspaper circulation appeals to him. He can see his advertisement in the paper and believes that every one else will. He never advertised in any other way and does not want to change his methods. So he will say.

The real reason is that he is not familiar with street cars, what it costs to use them and what he can accomplish by their use.

There is no longer any question as to the general value of street car advertising. Its place among advertising mediums is permanent.

With many large firms it is first choice equally with the newspapers and the number of its adherents is growing yearly.

It is the only satisfactory outdoor or display advertising. The elements do not destroy but rather increase its value; inclement weather drives people in the cars, where the cards are.

Your advertisement there appeals to the whole community, and if it be strikingly worded and interesting it is bound to be read.

Probably acting on the polite idea that it is rude to stare, the casual, matter of fact public lifts up its eyes when in the cars, and reads the cards. The information they contain is digested and remembered. If a man or woman sees an announcement of something they can use or want, they will often buy it themselves and afterwards tell their friends and neighbors.

These cards in the cars carry to the reader a feeling from the start that the firms advertising there are reliable, and if the firms themselves are reliable it is natural, therefore, to suppose the goods must also be right.

Besides embodying all the good points of other advertising mediums, the street cars possess one distinct advantage—they are always on duty, working constantly every hour in the twenty-four. The advertiser reaps this additional advantage.

Clever cards will not avail much if they are improperly placed. A poor cook can spoil the best meat. Experience, skill and judgment are necessary to the proper placing of street car advertising.

The advertiser wants the best cities, the best cars, display and position. He can get them by patronizing a reliable firm.

The pioneer among them all and the one that controls about the best list of America's leading cities is that of George Kissam & Co., 253 Broadway, New York.

They have built up the largest street car advertising business in the world, controlling the choicest street car lines in the most important cities of the United States on a system of placing, inspect-

ing, checking, changing, etc., which stands as conclusive evidence that business placed through them must pay.

When it is realized how much depends on the faithfulness and honor of the agent handling your advertising it becomes a matter of special gratification and comfort or a source of much worry and uneasiness.

If you have confidence in the firm you are dealing with and know their reputation and character, well and good.

But if, on the other hand, your agent becomes careless, neglects and allows your advertising to slide along in a haphazard fashion, then it is that you realize what a satisfaction there is in having a responsible firm at your advertising helm. An advertising appropriation placed with an irresponsible firm is wasted money.

The requirement of the merchant who is reaching out for more trade is more advertising. The more advertising the more trade, and of course more money.

If the merchant sells an article that eventually finds its way into the houses of the citizens who live in the highways and byways of the city, the logical medium for him to use is the street cars.

It is not claimed for street car advertising that it excels as a general medium. Car advertising is resultful for specialties. This is its strong point. Making each article the subject of a separate card, concentrating the force of the story—this is what makes street car advertising profitable to all alike.

#### Summing it up:

You never fail to attract attention when you advertise in the street cars;

You pay for what you get and get what you pay for;

And above all you get results—that is what makes street car advertising profitable.

There are many good points about street car advertising—you can get them all for the asking from George Kissam & Co., 253 Broadway, New York, or through any of their many branch offices most convenient.

## PRINTERS' INK SUGAR BOWLS.

Five of these have been awarded. The first went Feb. 15, 1899, to the *Kansas City Star*, that being the paper published west of Chicago that gives an advertiser better service than any other in proportion to the price charged.

The second was awarded Oct. 4, 1899, to the *Los Angeles Times*, that paper being the one published south of a line drawn from San Francisco through St. Louis, Cincinnati and Philadelphia to the Atlantic Ocean that gives an advertiser best service in proportion to the price charged.

The third was awarded April 11, 1900, to the *Philadelphia Record*, that being found to be the paper giving best advertising service, in proportion to price charged, among all those published east of Chicago. No New York paper stood any chance of getting the bowl, because it is not possible to learn the actual issues of any New York daily of specially large circulation.

The fourth sugar bowl was awarded April 18, 1900, to the *Chicago News*, that paper having been found to be the one paper in all the United States that gives an advertiser better service than any other in proportion to the price charged.

The fifth sugar bowl went Jan. 17, 1901, to the *Bangor (Me.) Commercial*, that paper having been found to give an advertiser better service, in proportion to the price charged, than any other weekly in the United States. This award was a surprise, but no one questions its justness.

PRINTERS' INK is now contemplating the awarding a sixth sugar bowl to the best trade paper—the one that, taken all in all, best serves its purpose as a medium for communicating with a specified class. Probably PRINTERS' INK might itself be a competitor for this sugar bowl, but the Little Schoolmaster sorrowfully acknowledges that it is not yet the best class paper.

MANY "lists" require sifting.

## SUGGESTED NEWSPAPER IMPROVEMENTS.

No more cuts showing suffering women who "might" gain health and beauty if they would only use Dr. Quack's Infallible Compound.

No more cards of those who prey on gullible humanity by claiming to cure private diseases. (Their victims number thousands.)

No more "Cure Yourself" advertisements. (Many are the wrecks that result from trying it.)

No more personals. (Perhaps the foulest blot on to-day's papers.)

No more palmists' cards. (Often a cloak for gross evils.)

No more "Business Opportunities" announced by men known, even to the police, to be disreputable. (Beware of such.)

No more "loans on household furniture at 2½ per cent," unless after each be added "per month."

No more "No Cure, No Pay" advertisements (which fleece those victims who fear exposure).

No more bucket shop baits to trap the simple or the unwary. (They lead to theft or utter ruin.)

No more announcements of a type we dare not reproduce here.—*Great Round World*.

## THE WORKING LEAVEN.

I may not go to the druggist's to-day and buy a bottle of famous tonic because there is a half-page ad on the front page of my favorite paper—but every time that ad appears the leaven is working—the conviction is growing all the time in me that this tonic is the one balm in Gilead. Some day when I'm feeling mean I will get a bottle of it.—*Brains*.

### Putman Water Proof Shoes

Made from same leather and Water Proofed by same process as Putman Boots. They protect the feet from dampness and cold, go on like a glove and fit all over. Send for catalogue of over 20 styles of Hunting and Engineering Boots, that have a standing among Western Hunters, Trappers and Engineers for a quarter of a century. Water Proof Shoes and Indian Tanned Moose Hide Moccasins.



Illustration shows No. 407 Storm Shoe, (9 inches high), made on a very light dressed Bellows Tongue, Russet Calf Skin Lining, Uppers on Special Calf Skin Tan, with Skin tanned with the grain of the hide left on (our special tannage) making the leather very pliable and Tan color. Water Proofed Oak Soles, genuine Hand Sewed, make a light, flexible and easy. Made to your measure and delivered to any part of U.S. for \$7.50.

Lower shoes will cost you less. Send for illustrated catalog to measure your foot.

H. J. PUTMAN & CO., 24 HENNEPIN AVE., MINNEAPOLIS, MINN.

FROM "FRANK LESLIE'S" OF FEB., 1901.

**BUSINESS SLAVERY.**

PRINTERS' INK goes principally to business men, hence feels no apology is necessary for printing the paragraphs that follow. They were written by a bright young man with whose observation and judgment on the subject discussed the Little Schoolmaster finds himself fully able to agree:

There are men who think nothing can be well done unless it is done under their own personal direction. These men are but slaves to their businesses.

Men boast that they know every small detail of their business. They point with pride to the many and varied details that are executed under their direction, and frequently express regret that seeing to the execution of these details leaves them little time for other work. They take pride in conveying the impression that every minute of their time is fully occupied.

The business man ought not to devote more time to business than his employees do. Physically and mentally he is constructed very much the same, and, sooner or later, overwork or constant mental strain will manifest itself in serious disorders. The business man who goes to work in the morning with a tired brain or diseased body cannot do as much or as effective work as the one who forgets all about his work at a reasonable hour each day and refreshes his mind and body by a good night's sleep. Overwork sooner or later deprives one of the ability to do effective work.

The successful business men are those who manage men and leave the men they manage to manage the details. Of course, it's a good thing for the merchant to know details, so as to determine occasionally whether or not those under him are doing effective work, but the merchant who constantly sees to the small details of his business is wasting time that could be employed to better advantage.

The business man cannot exercise too much care in employing managers for his different departments, but when employed, he should allow them some liberties as to methods of work, etc. When

a merchant is sure that a competent man has charge of his advertising, he will make no mistake by letting him advertise the establishment in his own way, since if the manager understands his business, he must know more about advertising than the merchant does.

A business man cannot know it all. He cannot know as much about advertising as the man who has made advertising a life study; he cannot know as much about business management as the man who has made a specialty of this. And yet there are hundreds of business men who keep their managers from doing their best work by insisting on the employment of methods that the managers know will not bring the best results.

It's the lack of confidence in his employees that makes a business man a slave to his business, and the employee a slave to his employer. When a business man employs a manager, he should have sufficient confidence in his ability to let him conduct the business in the way he thinks it ought to be conducted. A person ought not to worry when he has a man hired to do the worrying for him.

ADVERTISING—expression intended to make impression.



## NOSELINE

A great proportion of all Americans have catarrh in either the first stage or chronic form. Probably 20 per cent. of all the people we meet have but one good nostril—the other is clogged with catarrhal disease or by some weakness whose parent was a neglected child. This fails to give the person unconsciously, to breathe through the mouth, and, unless attended to, will result in life-long annoyance and serious trouble.

Noseline will restore the organ to natural conditions and enable it to perform its functions properly and healthfully.

It cures catarrh, hay fever, cold in the head and all nasal inflammations.

It soothes, cleanses and heals; contains no injurious drugs.

Take Noseline in nostrils on going to bed and apply two or three times during the day—exit cold and all nasal stoppages.

The Noseline formula was discovered by a man who had catarrh for years; it cured him and will cure you. A large quantity of Noseline may be mailed prepaid to any address for 25c; small sample tube, 1c. Write to-day.

**BROWN MANUFACTURING CO., Greeneville, Tenn.**

AN AD THAT BECOMES ATTRACTIVE BY ITS PAUCITY OF DISPLAY LINES.

## BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

*By Chas. F. Jones.*

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

It will generally be found much better to spend a few dollars too much for light than to spend a few dollars too little. There is an attraction about a brightly lighted store, especially in winter time, which draws people to it. Nobody cares to buy goods in a dimly lighted store where they cannot be sure what they are getting, and very few people will buy under such conditions, even at slightly lower prices, when the same goods can be found in better lighted stores. The brightly lighted store seems to invite one, while the dark store only repels.

Good light in the windows is especially important, not only for the general appearance of the front of the store, but to show up the goods to advantage. This matter of light is not as important as it was before the early closing movement became so popular, but I think that even in stores which are closed every evening, the good advertising which the windows are capable of should not be sacrificed for the lack of a good light to enable passersby to examine their contents, and I think it well worth while to sometimes dress the windows with a special view to their effect by night. This is especially true just preceding the holidays.

\* \* \*

While I think that the proprietor of a business should spend as much time as possible in the overseeing of that business, I think there are times when it would be much better if he were to stay away from his business for a whole day or a week at a time. When I

say this, I have in mind the merchant who is subject to fits of despondency or crankiness, or any one of the dozens of temporary troubles that unfit one for business.

The owner of a business who comes to his store in the morning knowing that he is in a mood to find fault with everything and everybody, whether it is deserved or not, not only does himself real mental damage, but it likely to decrease his profits for that day. Any merchant who will analyze his feelings at times will know positively that he has done this very thing, and that my statement is not overdrawn in the least.

I know of business men who will come into the store when things are running smoothly, and within fifteen minutes will have everything and everybody so confused and altogether uncomfortable that nothing will go right during the entire day. It costs them money every time they do it. It brings them mental discomfort, and it does no earthly good.

\* \* \*

There are few things more important in a retail business than the proper marking of goods. A person who fixes prices should not only be well informed as to the prices charged by competitors, but should be possessed of unusually good judgment as well.

There are so many things to be taken into consideration in marking goods that it is quite impossible to lay down any fixed rule which can be applied in all cases with right results. Prices are nearly always determined by the

amount and character of competition. In some stores it is the custom to mark a fixed percentage over cost on all goods of a similar kind. In other stores the person who marks the goods is supposed to determine how much certain articles will bring, and yet keep within the limits of prices set by competitors. I see no objection to this course; in fact, it seems to me to be the proper one.

I know it frequently happens that between a number of different articles costing the dealer the same price, some will appear so much better than others that it will be very easy to get a larger profit on them, and the customer will be just as well satisfied. Then, if this is done, it gives the dealer a chance to cut prices on other things, if it seems necessary or desirable to do so, without lowering his average profit.

It seems to me that, wherever it is possible, the dealer should secure exclusive control in his city for certain well-known brands of goods, fix upon them prices that will average him fair profits, and maintain these prices. Of course, this is not possible where the same lines of goods can be secured by anybody, and it is sometimes a rather difficult matter to do so even when exclusive control is given, for the reason that there is nearly always a way for other dealers in the same town to get the same goods. But by the right sort of advertising, the impression that certain lines of goods can be had in no other store can be so firmly fixed in the minds of the public that if any other dealer advertises the same goods he is likely to be suspected of offering seconds or inferior qualities, or of some tricky scheme, and is not likely to be successful in his efforts to win business away from you.

In many towns dealers in similar lines have formed combinations agreeing to maintain exactly

the same prices on the same lines of merchandise. While this has worked well in some cases, I would hesitate to tie myself down to any such agreement. I would want to feel free to cut or to raise the price of any article in my stock without consulting any other dealer. If I chose to sell a certain article at half its original cost to me, for a certain time, I would want to be at liberty to do so. In fact, I believe it is a good idea for any store to sell some one thing in each department at a lower price than that article can be bought anywhere else. This cannot always be done, of course, and in those cases where it is done considerable tact and judgment should be used to avoid the cut rate wars which these things sometimes produce.

I do not believe in putting a higher price on goods than you ever expect to get for them. That is, I do not think it wise at the beginning of a season, and on a new line of goods, to mark the things for all they will stand with the idea that you will sell a few at the higher price, then cut the price when you have to. It is better to put what you consider the right price upon the goods in the beginning, then when you do cut prices, cut them so deeply that competitors are likely to let you alone on that particular line.

\* \* \*

You will find it will pay you well to go out of your way occasionally to be accommodating. Suppose, for instance, that a customer comes into your store with a list of goods, which she might reasonably expect to find in your stock, and in this list there are one or two articles that you do not carry. I believe that in a case like this, provided, of course, they are simple things which you can easily get, and of which you know the regular prices, you ought to secure these articles for your cus-

tomer, and deliver them with her other purchases. I do not mean by this that each merchant ought to become a professional shopper for the benefit of his customers, but that such things are appreciated and will keep a customer coming to your store, when otherwise she might go to another store for one of these articles, and get into the habit of trading there. It is well, however, in such a case to let the customer understand that you have not the goods in stock, and are putting yourself to some little trouble to get them for her; but by all means appear perfectly willing to do so. Such accommodations as this are nearly always appreciated, and can hardly help paying in the long run, though they may sometimes cause you some inconvenience.

\* \* \*

Almost every merchant is confronted every little while by the programme advertising nuisance. A good customer comes to him with the proposition that he take a five dollar or a ten dollar space in a programme of a church fair or some society; and the merchant between the chance of losing a customer and the dislike for spending money which can be of very little benefit to him, hardly knows what to do.

Almost always the person who solicits for these programmes is sincere in the belief that such advertising must be of great benefit to the merchant. The merchant knows, almost beyond the possibility of a doubt, that such advertising is practically worthless, and that the same amount of money spent in newspaper space, or even in circulars, is likely to bring him a hundred times as much business, yet he frequently does not refuse to spend money in this way.

A great many merchants instead of buying space in these programmes and allowing advertisements

to be inserted in their names, simply donate the price of the space, or, better yet, a portion of the price, and accept nothing in return. In this way they not only split the difference between the price of the space and the amount donated, but by remaining out of the advertising pages of the programme, the impression is likely to be made that they never advertise in programmes, and they are not solicited by other people who are getting up things of this kind; at the same time the good will of the society or lodge is held, because they were not refused substantial help.

Some merchants have taken still another means of getting around the difficulty; they have donated to any popular organization that asks for it, a small part of their newspaper space to announce the date and other details of forthcoming entertainments. But I do not think as well of this method, because it would frequently happen that the merchant would be appealed to by people whom he would not wish to accommodate in this way, for various reasons, and to whom he would have very hard work to make satisfactory explanation. On the whole, I think that simply handing out a dollar or two in cash is much the better way.

In some cities this problem has been satisfactorily answered by merchants combining against it, and where every store of any importance can be induced to enter into such an agreement, it is perhaps the best way of all. This does not prevent the storekeeper from donating some small article or even money to any society which he knows to be deserving, and it saves him a great deal of money which would otherwise be absolutely lost.

\* \* \*

The matter of store cards, that is, cards to be hung inside the store, bearing statements as to goods, prices, etc., does not get anywhere near as much attention as it deserves. These cards are very useful, because they not only

assist possible purchasers in locating the goods which they are seeking, but they frequently convey other wanted information, and often save time for the salesmen.

As a rule, I believe these cards should come as nearly as possible to telling the whole story, and in cases where the goods they represent are good values or rare bargains, the cards should invariably tell the prices. They should be neat and clean and with the corners unbroken, even if it is necessary to duplicate the same card a number of times. A soiled or broken store card is likely to convey the impression that the goods of which it tells are also soiled or shopworn. Care should be taken to have the cards uniform in style of lettering, and while they should always be large enough to accommodate lettering of a size that can be easily read, they should not hide more of the merchandise than is absolutely necessary.

Generally speaking, store cards should be in plain black and white, for the simple reason that this contrast makes easier reading and can be read at a greater distance than almost any other colors. A plain, neat style of free-hand lettering can be made a little more attractive in appearance than cards printed from type. If there is no one about the place who is handy with the brush, you can well afford to have your cards neatly printed, or buy one of the many rubber stamp outfits, which may now be had at very small expense, and turn it over to some one who will exercise taste and judgment in its use. There are quite a number of very fancy ornaments with most of these rubber type sets, and while these are sometimes used with good effect, such occasions are so rare that I would advise you to take the ornaments from the box and put them away somewhere, for the temptation to use them is very strong, and the result is very poor.

I think that the store card gains something in effectiveness if it has "no visible means of support"; that is, if it seems to stand by itself suspended in mid air, as it will if you hang it from the ceil-

ing by a stout but slender thread. To keep the cards hanging squarely, and so that they give the best results, two screw eyes should be fastened in the ceiling, at the angle which you wish the card to assume, and a thread should run from each screw eye to a point near each end of the card. Of course these are minor matters, and are not of vital importance; nevertheless, if this scheme is followed out, and a certain uniformity is maintained, not only in the style of the cards but in the way they are hung, it will add very greatly to their effectiveness.

\* \* \*

When you make a big hurrah in your newspaper over some special occasion at your store, be careful that those who are drawn to the store because of it are not disappointed. Make the store itself show that there is really something unusual going on, and that there is some occasion for the noise you have made about it in the newspaper. I have known of a number of special sales, that were not as successful as they might have been, owing to this neglect. Not only should the appearance of the store bear out the advertisement, but the salespeople themselves should seem interested and enthusiastic, otherwise the customer is likely to conclude that there was really nothing to justify the newspaper talk, and that it was made simply to lure people into the store to look at goods that they could see and buy any other day just as well.

\* \* \*

Get a reputation for promptness, at any reasonable cost. Get a reputation for promptness in serving customers at the counter, which not only covers the sale of the goods, but also the return of change, and try to deliver goods just as quickly as you possibly can. It is often worth while, even when a customer is in no special hurry, to let them see that you can serve them quickly, if there is need of it.

There was a time when it was considered good business to keep

customers waiting on one pretext or another, in the hope that while waiting they would see other goods which they might want, and make other purchases. It is now pretty thoroughly understood that this was a mistake, and that a hundred sales are made by promptness, where one is made by delaying the customer unnecessarily. For this reason, it is wise on extra busy days to provide enough extra cashiers, salesmen and delivery clerks, so that no reasonable person can complain. This need not be expensive, as almost every store has upon its waiting list persons that may be called upon for a few hours' service at small cost.

\* \* \*

The merchants in small cities should keep their windows for their own use. They should not permit them to be plastered full of lithographs, however, well executed and interesting they may be. There is absolutely nothing about them that will tend to increase sales for the merchant in whose windows they appear; on the contrary, they are likely to detract somewhat from the merchandise shown near them.

There are occasions, perhaps, where it is wise to allow churches and societies of various kinds the use of space in your window for a short time, in which to display their announcements, but it should be made plain that it is done as a special favor, and even then these things should not be allowed to hide your goods.

\* \* \*

If you run a crockery or lamp store, let me caution you against the neglect of replacing broken articles. Take a decorated dinner set, for instance, which is not of the "open stock" variety, and you know that after a short time it will be practically impossible for you to replace broken pieces. The time to do this is just as soon as you know a piece has been broken. If you let it go a little while, the first thing you know you have lost a good sale, and possibly a good customer, because a dinner set which your customer wanted was

incomplete. Sometimes a customer is willing to wait, but it frequently happens that these goods are wanted in a hurry for a wedding present or other occasion, where the purchaser does not wish to present anything that is incomplete.

The same is true of lamps. Take a decorated lamp, where the vase and globe are decorated in the same pattern, and the globe becomes broken. The natural tendency of a great many clerks would be to shelve the vase somewhere out of sight and forget it: and unless these things are watched the first thing you know you have an accumulation of practically worthless stuff, which, had it been taken care of at the proper time, might have been worth several hundred dollars to you.

\* \* \*

Every store of any size should have a systematic way of taking care of catalogues, price lists and discount sheets of every manufacturer or wholesaler selling goods which the store is likely to need. Somebody should be given charge of this catalogue file and made responsible for keeping it thoroughly up to date, so that the buyer of any line which you handle will have within easy reach all the information he may need regarding such merchandise as can be catalogued. This is useful in a great many ways and often enables the buyer to secure lower prices from the traveling representative, and it sometimes makes possible the landing of a good order for something not regularly carried in stock, by enabling him to quote prices without the delay that would be occasioned by writing for them.

I believe that even a little country store can well afford to look after this detail of its business, and that in many cases it would be able to secure trade in this way which would otherwise go to the larger stores in nearby cities. It ought not to take a great deal of time to carry out this idea, and those cases will be very rare indeed where it will not pay a great many times its cost.

# Keep Out of Debt!

"Think what you do when you run into debt? You give to another power over your liberty! If you cannot pay at the time, you will be ashamed to see your creditor! You will be in fear when you speak to him! You will make poor, pitiful, sneaking excuses, and by degrees come to lose your veracity and sink into base, downright lying!"

BENJAMIN FRANKLIN.

The above remarks uttered by the printers' patron saint, although not particularly mentioned for printers, were no doubt intended for them, as he well knew the frailties of the craft.

Even nowadays many of them have no scruples about running into debt, and the ink man that gives them three or four or six months' credit is considered a true friend, even though he charges double my prices. A printer once remarked that he would rather pay fifty cents for an article on credit, than twenty-five cents cash in advance. He continued in this short-sighted manner for many years, and to-day his printing office is owned by another, while he is simply an employee. This will be the fate of many more printers if they do not profit by the advice given by Mr. Franklin. It matters not to me who you are or what you are, I must have your money before I ship the goods. If the inks are not found as represented, I refund the money and pay all transportation charges. Seventy thousand orders in seven years from over seven thousand customers located in all parts of the world is sufficient guarantee that my goods and my methods are all right. Send for my price list.

ADDRESS

**PRINTERS' INK JONSON,**

13 Spruce Street,

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Ten for **5** cents.

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are what every advertiser is after. How they are obtained is another question. Methods, system and perseverance are some of the points that gravitate toward results. The methods are many and what's a good one for one business may prove to be the opposite for another. Upon one point most experienced advertisers now pretty well agree in their own mind, namely that

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